

Organic Agricultural Products: Marketing and Trade Resources



SRB 2003-01 (March 2004 Update)
Special Reference Briefs Series



United States
Department of
Agriculture



Agricultural
Research
Service



National
Agricultural
Library

About the Alternative Farming Systems Information Center at the National Agricultural Library

The Alternative Farming Systems Information Center (AFSIC) is one of several centers at the National Agricultural Library (NAL) that provide in-depth coverage of specific subject areas relating to agriculture. AFSIC focuses on information related to sustainable and alternative agricultural systems, including new, industrial, and alternative crops. Established at NAL in 1986, the center is also supported by USDA's Sustainable Agriculture Research and Education (SARE) program and by the Cooperative Extension Service, University of Maryland.

A current [list](#) of AFSIC information products and full-text publications are available electronically on the AFSIC Web site. Recent publications are also available, on request, in hard copy.

For further information:

Alternative Farming Systems Information Center
National Agricultural Library, ARS, USDA
10301 Baltimore Ave., Room 132
Beltsville MD 20705-2351
phone: 301-504-6559
fax: 301-504-6927
e-mail: afsic@nal.usda.gov
Web site: <http://www.nal.usda.gov/afsic>

Organic Agricultural Products: Marketing and Trade Resources

Special Reference Briefs Series no. SRB 2003-01 (updated)

Compiled by:

Mary V. Gold

Alternative Farming Systems Information Center

National Agricultural Library

Agricultural Research Service

U.S. Department of Agriculture



Alternative
Farming
Systems

National Agricultural Library Cataloging Record:

Gold, Mary V.

Organic Agricultural Products: Marketing and Trade Resources.
(Special reference briefs ; 1052-536X ; NAL-SRB. 2003-01 (update))

1. Natural Foods--Marketing--Bibliography.
 2. Produce trade--Bibliography.
 3. Organic farming--Government policy--Bibliography.
 4. Food industry and trade--Bibliography
 5. Organic farming--Standards--Bibliography
- I. Alternative Farming Systems Information Center (U.S.) II. Title.

aS21.D27S64 no. 2003-01 (updated March 2004)

ISSN: 1052-536X

USDA Nondiscrimination Statement

The U.S. Department of Agriculture (USDA) prohibits discrimination in all its programs and activities on the basis of race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, or marital or family status. (Not all prohibited bases apply to all programs.) Persons with disabilities who require alternative means for communication of program information (Braille, large print, audiotape, etc.) should contact USDA's TARGET Center at (202) 720-2600 (voice and TDD). To file a complaint of discrimination, write USDA, Office of Civil Rights, Room 326-W, Whitten Building, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410 or call (202) 720-5964 (voice and TDD). USDA is an equal opportunity provider and employer.

Disclaimer of Endorsement

The use of trade, firm, or corporation names in this publication (or page) is for the information and convenience of the reader. Such use does not constitute an official endorsement or approval by the United States Department of Agriculture or the Agricultural Research Service of any product or service to the exclusion of others that may be suitable.



Organic Agricultural Products: Marketing & Trade Resources Table of Contents

Front Matter	2
I. Introduction	7
II. Regulations, Laws and Legislation	11
Part A: U.S. Marketing: Laws and Regulations	12
Federal Laws and Regulations	12
U.S. National Organic Program and Related Legislation	12
Selected Background Documents about U.S. Standards	14
State Laws and Regulations Pertinent to Marketing Organic Products	17
General Federal Food-related Labeling and Regulatory Programs and Information	17
Selected Agencies with Food Regulatory Functions	18
Related Food Safety Resources	20
General State Food-related Labeling and Regulatory Programs and Information	21
Other Organic-related Certification Programs	21
Part B: International Trade: Laws and Regulations	23
Exporting and Importing Organic Products - U.S. Regulations and Information Sources	23
Selected Agencies and Organizations	23
U.S. State and Regional Trade Groups that include Organic Products in their Activities	24
General U.S. Export and Import Regulations, Certifications and Information	24
Selected International Organic-specific Law and Policy Sites	28
Selected International Food Law and Policy Sites	30
III. How-to Guides	31
General Marketing	32
Direct Farm Marketing	37
Selected Organic Enterprise Budgets	39
IV. Guides to Data, Suppliers, Outlets and Events	41
General Marketing	42
Agribusiness and Economic Research	46
Market Outlets, Brokers and Suppliers	47
Commodity Price Indexes	51
Food Science	52

V. Industry Data Sources	55
Selected Business/Trade Journals, Magazines and Newsletters	56
Market Research & Consulting Firms Involved with Natural, Organic and Niche Food Products .	63
U.S. Department of Agriculture - Market Data Sources	66
Organic-specific Commodity and Marketing Data	66
Selected General Commodity and Food Market Data	67
Other National and International Data Sources	71
Selected Trade Shows	72
VI. Market and Consumer Studies	73
1999	74
2000	75
2001	77
2002	80
2003	83
2004	88
Selected Conference Proceedings	89
VII. Support Organizations	91
Selected National Support Groups	92
Where and How to Find Additional Support Groups	95
Appendix A - USDA National Organic Standards: Selected Text and Links	
What and Who Must be Certified and How - <i>Applicability and Certification</i>	99
Appendix B - USDA National Organic Standards: Selected Text and Links	
Handling & Processing of Organic Products - <i>Organic Production and Handling Requirements</i> .	103
Appendix C - USDA National Organic Standards: Selected Text and Links	
Use of the Organic Label - <i>Labels, Labeling, and Market Information</i>	105
Appendix D - USDA National Organic Standards: Selected Text and Links	
The National List of Allowed and Prohibited Substances	109
Appendix E - Obtaining Full-text Journal Articles	111
Index to Titles, Web Sites and Organizations	113



Organic Agricultural Products: Marketing & Trade Resources

I. Introduction

About this Guide

The market for organic products in the U.S. and around the world has been growing steadily during the past 15 years. Until recently, information about organic markets, marketing and international trade was scarce and difficult to find. The availability of this data and related information is increasing; however, it remains an elusive target for several reasons.

- ◆ Traditionally, the organic market sector has been small and dominated by small producers and processors who used farm direct or specialized market outlets. [“Organic Marketing Features Fresh Food and Direct Exchange,” by Catherine Greene, Carolyn Dimitri, and Nessa Richman. In *Food Review* (January 2001-April 2001), vol. 24, no. 1] Although information about growing crops and raising livestock organically has increased considerably during the past 10 years, accessible information about markets and marketing has developed less quickly.
- ◆ “Organic product” covers a wide range of commodities, including fresh produce; processed vegetables, fruits and grains; meat, egg and dairy products; livestock feed; fiber and textiles; herbs; and more. In terms of market channels, consumers, and handling and labeling requirements, each commodity shares characteristics of its conventional counterpart as well as occupying its niche in the organic marketplace. Integrating information about both is difficult.
- ◆ Perhaps most importantly, the definition of what constituted an organic product has varied widely. Organic certification was voluntary in most states. And the requirements for organic production and handling were different from certifying agency to agency. Some states provided guidance on the definition of what could be labeled organic; most did not. The ambiguities, at least in the U.S. marketplace, were directly addressed by the U.S. Department of Agriculture (USDA) National Organic Standards implemented in 2002.

The aim of this publication is to document the range and depth of legal, economic and social issues involved in marketing and trading organic agricultural products, using references to published data and information resources as “indicators.” On a practical level, this guide provides an informational starting place for entrepreneurs who are considering an organic enterprise, and for producers of organic commodities researching potential and best markets for their products. It also points to individual informational tools that answer specific questions about market suppliers and outlets, market research and regulatory programs. Access or availability information is included with each listing. The references were located by searching bibliographic and research databases; organizational, agency and commercial catalogs and web sites; journals, newsletters and listservs; commercial directories; and other sources.

Organizing a publication about marketing and trade endeavors is a complicated task. The subject of marketing is multi-layered, especially in the organic sphere. Where does information about marketing channels leave off and that about consumer preferences start? Where do organic labeling requirements mesh with those of other USDA, U.S. Food and Drug Administration (FDA) and state requirements? In addition, information comes in dozens of formats with different accessibility levels and reliability

indicators - print, online, CDROM, video, free, fee-based, research-based and anecdotal. A one-size-fits-all guide to organic marketing is impossible. Except for Part 1, which deals with laws and legislative text, *this publication is arranged by type of information, and then by topic.*

Every effort has been made to reflect all aspects of organic marketing and trading resources. The guide is not comprehensive, but includes selected representative sources in each category. *Individual resources listed here were selected on the basis of ready availability, especially those that are free and online; of publication date - within the last five years; and of applicability to the U.S. audience.* In a constantly changing informational scene, it is very important to remain aware of how to find more and updated information. Numerous tools appear here that are updated on a regular basis, or that can lead the searcher to updated and/or additional data.

Consequences of Organic Standards in the Marketplace

As of October 21, 2002, any agricultural commodity or product, whether raw or processed, including any commodity or product derived from livestock labeled “organic” must be in compliance with the national organic standards. The word “organic” on products for sale in the U.S. will mean that the ingredients and production methods have been verified by a USDA-accredited certification agency as meeting USDA standards for organic production.

The USDA standards, as mandated by the Organic Foods Production Act of 1990, were developed and are administered by USDA’s National Organic Program (NOP). Essentially, the standards offer a uniform national definition for the term “organic.” They detail the methods, practices, and substances that can be used in producing and handling organic crops and livestock, as well as processed products, and establish clear organic labeling criteria. They specifically prohibit the use of toxic synthetic pesticides and fertilizers, genetic engineering methods, ionizing radiation, and sewage sludge for fertilization. The standards also regulate the entry of products labeled “organic” into the United States from other countries. Verification that products meet the USDA standards is accomplished through USDA-accredited private and state certification agencies. In the future, the NOP may engage in additional rule making to clarify the application of the existing regulations to specific products, classes of products, or production systems.

The regulation of the term “organic” in the commercial sector has many implications for those who market and sell organic food and non-food products in the U.S. or internationally. Specifically, the rule addresses:

- ◆ Packaging labels denoting product with 100 percent organic ingredients, product with 95-100 percent organic ingredients, product made with at least 70 percent organic ingredients, and product with less than 70 percent organic ingredients
- ◆ Packaging labels for product being exported from the U.S.
- ◆ An official USDA “certified organic” seal
- ◆ Private and state agents who may certify organic product

Standards for processing, handling and labeling organic products include all steps in the process, including the receiving of organic raw materials, processing aids and ingredients, packaging materials and labeling, as well as cleaning methods, waste disposal, and pest management at processing facilities.

Each step in the process may be reviewed by a USDA-approved agent. Certification includes important record-keeping requirements that enable verification of all the steps resulting in an organic product:

- ◆ Clear documentation of the methods and materials used in production
- ◆ A paper trail tracing a product back to its production site, in order to verify the methods and materials used in its production

Upon the announcement of the final USDA National Organic Standards, the Organic Trade Association (OTA) declared that the new rules would “strengthen consumer confidence in U.S. organic products both domestically and internationally.” OTA’s Katherine DiMatteo added, “Not only will U.S. consumers benefit, but U.S. trading partners will have the reassurance that products certified as organic have met strict criteria and certification agents have been approved by USDA. Organic agriculture is here to stay, and will continue to contribute to the growth of family farms, to the U.S. economy, and to a safer environment worldwide...” [OTA Press Release, December 2000, <http://www.ota.com/news/press/65.html>]

Since implementation of the USDA Standards, “more than one-half of Americans (54 percent) have tried organic foods, with nearly one-third (29 percent) claiming to consume more organic foods and beverages than one year ago, according to the 2003 *Whole Foods Market Organic Foods Trend Tracker*. In addition, Americans are expanding their horizons beyond traditional gateways to organic foods such as produce and dairy. The survey, which was released one year after the U.S. Department of Agriculture’s National Organic Standards went into effect, shows organic options including snacks, ready-to-go and packaged goods have increased in the last year. In addition, across all product channels, sales of 100 percent ‘certified organic’ products are growing at 21 percent, according to data released this month by SPINS.” [Whole Foods Market Press Release, Oct. 14, 2003, http://www.wholefoods.com/company/pr_10-14-03.html]

Legal standards have spurred many changes within the already quickly evolving worlds of organic farming and organic marketing. There are market-related “trends” everywhere as large, corporate interests and venture capital become involved; as distribution channels expand to include conventional grocery stores and chains; and as consumer awareness adjusts to a growing range of eco-labeling options related to environmental issues, farmland preservation, local food distribution, and food safety issues.

Aside from supporting increased sales and market share for organic products, the USDA standards and accompanying government rule making has and will continue to have other, associated consequences. What impact will increased certification fees and paperwork have on small-scale producers? How will U.S. standards be “harmonized” with other nation’s requirements? Can the environmental and social issues that gave birth to the organic movement continue to be addressed as large corporations enter the market? What will happen to price premia for farmers as organic becomes more mainstream? Where will local food distribution systems, small producer niche markets, and “fair trade” fit in? In this very new and dynamic interaction, there are many changes and challenges on the horizon.

Disclaimers

This publication is not intended as a definitive guide to the Federal rule's marketing provisions or to developing a fail-proof business or marketing plan. Although we have tried to provide the most current and correct information available, the Alternative Farming Systems Information Center does not assume any legal liability or responsibility for the accuracy or completeness of the information resources presented.

Internet links to people, web sites and documents change constantly; the links in this document were checked and accessed successfully on February 14, 2004.

For more information about specific aspects of the Federal organic standards and their administration, please contact a USDA-approved certifying agent or the USDA's National Organic Program, <http://www.ams.usda.gov/nop/>, phone 202-720-3252, fax 202-05-7808, email: NOP.Webmaster@usda.gov; or write USDA-AMS-TM-NOP, Room 4008 South Building, 1400 Independence, SW, Washington DC 20250-0020.

Acknowledgments

Partial funding for this project was provided by the U.S. Department of Agriculture, National Organic Program and by the U.S. Department of Agriculture, Sustainable Agriculture Research & Education program. The author gratefully acknowledges the outstanding job of coding and editing this document by Rebecca Thompson and Stephanie Boehmer, and the encouragement and support of William Thomas and Kate Hayes.

An HTML version of this publication is available at the AFSIC web site:
http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm



Organic Agricultural Products: Marketing & Trade Resources

II. Regulations, Laws and Legislation

About this Section

This section focuses on regulatory text and agencies involved with organic production, handling, marketing and trade. Although they often overlap, U.S. and international applications are handled in separate subsections. Organic agricultural products are also subject to general food labeling and marketing regulations; thus, we have included selected agencies and resources that handle conventionally produced agricultural products. This list of agencies and regulatory-related issues is not comprehensive. Furthermore, laws and regulations are not static, but are constantly evolving. *A thorough search for relevant regulations and laws is a must before undertaking any commercial marketing enterprise.*

Related Chapters in this Publication

How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations.

Section headings

Part A: U.S. Marketing: Laws and Regulations - Links to Standards and Related Information

Federal Laws and Regulations

- U.S. National Organic Program (NOP) and Related Legislation (including National Organic Standards, Organic Foods Production Act of 1990, National Organic Standards Board and Organic Materials Review Institute)

Selected Background Documents about U.S. Standards

State Laws and Regulations Pertinent to Marketing Organic Product

General Federal Food-related Labeling and Regulatory Programs and Information

- Selected Agencies with Food Regulatory Functions

- Related Food Safety Resources

General State Food-related Labeling and Regulatory Programs and Information

Other Organic-related Certification Programs

Part B: International Trade: Laws and Regulations - Links to Standards and Related Information

Exporting and Importing Organic Products - U.S. Regulations and Information Sources

- Selected Agencies and Organizations

- U.S. State and Regional Trade Groups that include Organic Products in their Activities

General U.S. Export and Import Regulations, Certifications, and Information

- Selected International Organic-specific Law and Policy Sites

- Selected International Food Law and Policy Sites

Part A: U.S. Marketing: Laws and Regulations

Federal Laws and Regulations

* U.S. National Organic Program and Related Legislation *

USDA National Organic Program (NOP) USDA Agricultural Marketing Service (AMS)

“The U.S. Department of Agriculture has put in place a set of national standards that food labeled ‘organic’ must meet, whether it is grown in the United States or imported from other countries. After October 21, 2002, when you buy food labeled ‘organic,’ you can be sure that it was produced using the highest organic production and handling standards in the world.” [*Organic Food Standards and Labels: The Facts*, NOP, <http://www.ams.usda.gov/nop/>]

National Organic Program Regulatory Text. CFR Title 7, Chapter I– Agricultural Marketing Service (Standards, Inspections, Marketing Practices), Department of Agriculture, Part 205 (as authorized under the Organic Foods Production Act of 1990, as amended)

Text with Preambles from NOP: <http://www.ams.usda.gov/nop/NOP/standards.html> (this site also includes French, Japanese and Spanish translations of the text)

Text from the *Federal Code* (as of January 2003):

http://www.access.gpo.gov/nara/cfr/waisidx_03/7cfr205_03.html

Text from *Federal Register* (December 21, 2000), Volume 65, Number 246 pp. 80547-80684:

http://www.access.gpo.gov/su_docs/fedreg/a001221c.html Go to “Agricultural Marketing Services”

Information for Producers, Handlers, and Processors. Includes “How Retail Food Establishments Can Comply with National Organic Program Regulations,” “Labeling Alcoholic Beverage Containers,” and “Labeling Packaged Products.”

<http://www.ams.usda.gov/nop/ProdHandlers/ProdHandhome.html>

Policy Statement: National Organic Program Scope. NOP regulations regarding “mushrooms; pet foods; aquatic animals; fabrics; cosmetics; body care products; over-the-counter medications; dietary supplements; fertilizers; soil amendments; and products from greenhouse, apiculture, and hydroponic systems.”

<http://www.ams.usda.gov/nop/NOP/PolicyStatements/NOPScope.html>

Trade Issues. Includes “Export Arrangements and Recognition Agreements,” “Export Certificate Procedures and Accompanying Documentation,” and “Import Authorizations”

<http://www.ams.usda.gov/nop/NOP/Trade.html>

Questions and Answers

<http://www.ams.usda.gov/nop/Q&A.html>

Policy Statement: Stream of Commerce and Labeling. “Labeling of products sold, labeled, or represented as organic, prior to October 21, 2002.”

<http://www.ams.usda.gov/nop/NOP/PolicyStatements/StreamofCommerce.html>

Accredited Certifying Agents

<http://www.ams.usda.gov/nop/CertifyingAgents/Accredited.html>

Accredited Certifying Agents - State Departments of Agriculture
<http://www.ams.usda.gov/nop/CertifyingAgents/StatesAccredited.html>

The National List of Allowed and Prohibited Substances
<http://www.ams.usda.gov/nop/NationalList/ListHome.html>

Proposed Amendments to the National List (Federal Register Notice of NOP, 3/16/03)
<http://www.ams.usda.gov/nop/Newsroom/03-03NationalListAmends.pdf>
See also: *Organic Materials Review Institute (OMRI)*, listed below.

Labeling of Pesticide Products under the National Organic Program

Environmental Protection Agency (EPA). Pesticide Registration (PR) Notice 2003-1. Notice to Manufacturers, Formulators, Producers and Registrants of Pesticide Products
“This notice describes how registrants can obtain Environmental Protection Agency (EPA) approval of label language indicating that all ingredients (active and inert) in a pesticide product and all uses of that pesticide meet the criteria defined in the United States Department of Agriculture’s (USDA) National Organic Program (NOP) Rule.”
<http://www.epa.gov/oppbppd1/biopesticides/regtools/organic-pr-notice.htm>

Organic Claims in Labeling and Advertising of Alcohol Beverages

Bureau of Alcohol, Tobacco and Firearms (ATF) Proposed Rule (27 CFR Parts 4, 5, 7 and 13 (Notice # 7))
Text from *Federal Register* (May 9, 2003) Volume 68, Number 90, pp. 24903-4 (as posted by ATF)
http://www.ttb.gov/notices/tbnotice_no7.pdf

Frequently Asked Questions - Organic Alcohol
<http://www.ttb.gov/alcohol/info/faq/index.htm#oa>

See also: [Appendices A - D, USDA National Organic Standards, Selected Text and Links](#)

National Organic Standards Board (NOSB)

“The Organic Foods Production Act of 1990, part of the 1990 Farm Bill, authorized the Secretary of Agriculture to appoint a 15-member National Organic Standards Board (NOSB). The board's main mission is to assist the Secretary in developing standards for substances to be used in organic production. The NOSB also advises the Secretary on other aspects of implementing the national organic program.”
<http://www.ams.usda.gov/nosb/>

NOSB Aquaculture Working Group Final Report: Aquatic Livestock Health Care Practice Standard.
February 6, 2001.
Document online courtesy of Institute for Social, Economic and Ecological Sustainability, University of MN: <http://www.fw.umn.edu/isees/OrganicAquaculture/orgaqua.htm>

Organic Foods Production Act of 1990 (as Amended through Public Law 106–580, December 31, 2000)
Text from NOP: <http://www.ams.usda.gov/nop/archive/OFPA.html>

Organic Materials Review Institute (OMRI)

OMRI’s “primary mission is to publish and disseminate generic and specific (brand name) lists of materials allowed and prohibited for use in the production, processing, and handling of organic food

and fiber. OMRI also conducts scientific research and education on the use of materials by the organic industry.”

<http://www.omri.org/>

Proposed Rule to Exempt Organic Producers and Marketers from Assessments for Market Promotion Activities under Marketing Order Programs

Agricultural Marketing Service, Marketing Order Administration Branch, Fruit and Vegetable Programs. “The U.S. Department of Agriculture's Agricultural Marketing Service (AMS) is proposing amendments to 28 fruit and vegetable marketing order programs that authorize market promotion activities. The changes would exempt producers and marketers of solely 100 percent organic products from paying commodity promotion assessments. Comments, previously due by January 2, 2004, must now be received no later than February 2, 2004.” (Link to December 1, 2003, *News Release* and December 2, 2003 *Federal Register* notice; *Comments Received*; December 23, 2003, *News Release* announcing extension of comment period; and the extension of comment period published in the *Federal Register* on December 30, 2003)

<http://www.ams.usda.gov/fv/mocommodities/marketingorderorganicexemption.htm>

ERS Analysis - Farm Bill (2002), Title VII - Organic Agriculture Provisions

USDA Economic Research Service (ERS) report.

<http://www.ers.usda.gov/Features/farmland/analysis/organicagriculture.htm>

Basic Provisions, Federal Crop Insurance Reform, Insurance Implementation, Regulations for the 1999 and Subsequent Reinsurance Years; Group Risk Plan of Insurance Regulations for the 2001 and Succeeding Crop Years; and the Common Crop Insurance Regulations - Final Rule.

“The *Agricultural Risk Protection Act of 2000 (ARPA)* provides that organic farming practices be recognized as good farming practices. Prior to this ruling, crop insurance policies may not have covered production losses when organic insect, disease, and/or weed control measures were used and such measures were not effective.”

Federal Register, June 25, 2003, as posted by USDA Risk Management Agency.

<http://www.rma.usda.gov/regs/03basicprovisions.pdf>

Insurance Coverage for Organic Crops: USDA Sets Guidelines to Provide Crop Insurance for Organic Farming Practices

USDA Risk Management Agency (RMA), Raleigh Regional Office

<http://saalem.rutgers.edu/cropinsurance/factsheets/04Organic.pdf>

Selected Background Documents about U.S. Standards

About Organic... Organic Farming Research Foundation, 2000.

Document online: http://www.ofrf.org/general/about_organic/

Agricultural Biotechnology and Organic Agriculture: National Organic Standards, Labeling and Second-generation of GM Products, by Konstantinos Giannakas and Amalia Yiannaka. (Selected Paper, Annual Meeting, July 27-30, 2003, Montreal, Canada) American Agricultural Economics Association, 2003. 28p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=9177&ftype=.pdf

Backgrounder: Implementing the Organic Foods Production Act. Organic Trade Association, 2000.

Document online: <http://www.ota.com/standards/nop/norb.html>

Center for Food Safety Files Legal Action Against USDA on National Organic Standards: Lack of Peer Review Panel Threatens to Undermine Integrity of Organic Label. CFS Press Release, October 16, 2002.

Document online: <http://www.centerforfoodsafety.org/inthenews/press%20release-DC-final1.html>

Comparative Analysis of the United States National Organic Program (7 CFR 205) and the European Union Organic Legislation (EEC 2092/91) & Amendments, prepared by Sustainable Strategies, Advisors in Food and Agriculture for the Organic Trade Association, 2002. 106p.

Document online: <http://www.ota.com/pics/documents/NOPEUunifiedreport.pdf> Summary available at: http://www.ota.com/standards/other/eu_us.html

“Cosmetics Issue Heats Up.” In *The Inspectors’ Report*, vol. 12, no. 3, p. 16-17, Fall 2003.

Document online: <http://www.ioia.net/images/v12n3part2.pdf>

The History of Organic Foods Regulation. Environmental Media Services, 2000.

Document online: <http://www.ems.org/organics/timeline.html>

“Implications of Organic Certification for Market Structure and Trade,” by Luanne Lohr. In *American Journal of Agricultural Economics*, vol. 80, no. 5, pp. 1125-1133, 1998.

Industry Group Adopts Organic Fiber Processing Standards. Organic Trade Association (OTA) Press Release, February 23, 2004.

Document online: <http://www.ota.com/news/press/130.html>

“International Harmonisation of Organic Standards and Guarantee Systems,” by Diana Bowen. In *Organic Agriculture: Sustainability Markets and Policies*. (OECD Workshop on Organic Agriculture, Washington DC, September 23-24, 2003) pp. 199-200. CABI Publishing, 2003.

Document online: <http://www1.oecd.org/publications/e-book/5103071E.PDF>

“The Legal Lowdown on the Organic Rule,” by Susan D. Brienza and Patton Boggs. In *Natural Foods Merchandiser*, vol. 23, no. 10, pp. 44, 46, October 2002.

Document online: http://www.newhope.com/nfm-online/nfm_backs/oct_02/lowdown.cfm

National Organic Program: History and Background. National Organic Program, 2002.

Document online: <http://www.ams.usda.gov/nop/Consumers/background.html>

National Organic Program (NOP) Final Rule, by George Kuepper. Appropriate Technology Transfer for Rural Areas (ATTRA), 2001.

Document online: <http://attra.ncat.org/attra-pub/nop.html>

National Organic Standards - Key Points. Organic Trade Association, 2000.

Document online: <http://www.ota.com/standards/nop/keypoints.html>

One Year after USDA Organic Standards are Enacted More Americans are Consuming Organic Food, by Michael Duffield. Whole Foods Market Press Release, Oct. 14, 2003.

Document online: http://www.wholefoods.com/company/pr_10-14-03.html

Organic Foods and the Proposed Federal Certification and Labeling Program, by Jean M. Rawson. Congressional Research Service, 1998.
Document online: <http://www.ncseonline.org/NLE/CRSreports/Agriculture/ag-54.cfm>

Organic Foods: Fast Facts. Environmental Media Services, 2001.
Document online: <http://www.ems.org/organics/facts.html>

Organic Foods. CNN In-Depth Specials, 2000.
Document online: <http://www.cnn.com/FOOD/specials/2000/organic.main/>

“Organic Industry Roots Run Deep,” by Ken Mergentime. In *Natural Foods Merchandiser’s Organic Times*, 1994.

Regarding National Organic Program. (re: language inserted in the Omnibus Appropriations Act) by Agriculture Secretary Ann M. Veneman. U.S. Department of Agriculture News Release no. 0076.03, February 26, 2003.
Document online: <http://www.usda.gov/news/releases/2003/02/0076.htm>

“Retailers Ready for the National Organic Program,” by Mark King. In *Natural Foods Merchandiser*, vol. 23, no. 1, pp. 1, 5, January 2002. (first of a 10-part series “outlining how the program will change the way business is done up and down the organic supply chain.”)
Document online: http://www.newhope.com/nfm-online/nfm_backs/Jan_02/NOP.cfm

“The Role of Government Standards and Market Facilitation,” by Kathleen Merrigan. In *Organic Agriculture: Sustainability Markets and Policies*. (OECD Workshop on Organic Agriculture, Washington DC, September 23-24, 2003) pp. 277-28. CABI Publishing, 2003.
Document online: <http://www1.oecd.org/publications/e-book/5103071E.PDF>

“The Sure and Steady Growth of Organics: The NOP One Year Later - How it Has Affected the Growth of Organics,” by Carol M. Bareuther. In *Produce Business*, Oct. 2003.
Document online, as reprinted by OTA: <http://www.ota.com/sureandsteady.html>

“Transforming Organic Agriculture into Industrial Organic Products: Reconsidering National Organic Standards,” by Laura G. DeLind. In *Human Organization*, vol. 59, no. 2, pp. 198-208, 2000.
Abstract only: <http://www.sfaa.net/ho/2000/summer2000.html>

“U.S. Congress Backs Organic Wild Fish Label; Stevens Adds Rider to War Spending Bill.” *AlaskaLegislature.com* (Associated Press) April 16, 2003.
Document online: <http://alaskalegislature.com/stories/041603/organicfish.shtml>

“U.S. Food Quality Standards: Fix for Market Failure or Costly Anachronism?,” by Bruce Gardner. In *American Journal of Agricultural Economics*, vol. 85, no. 3, pp. 725-730. 2003.
Abstract/list of references:
<http://www.blackwell-synergy.com/links/doi/10.1111/1467-8276.00475/enhancedabs/>

“Variation in Organic Standards Prior to the National Organic Program,” by T. Robert Fetter and Julie A. Caswell. In *American Journal of Alternative Agriculture*, vol. 17, no. 2, pp. 55-74, 2002.
Abstract only: <http://www.umass.edu/resec/newsnotes/mar01.html>

Veneman Marks Implementation of USDA National Organic Standards. U.S. Department of Agriculture News Release no. 0453.02, October 21, 2002.
Document online: <http://www.usda.gov/news/releases/2002/10/0453.htm>

“Who’s Watching the USDA’s Organic ‘Henhouse’” by Joe Mendelson. In *Organic Farming Research Foundation Information Bulletin*, no. 12, pp. 1, 8, Winter 2003.
Document online: <http://www.ofrf.org/publications/news/InfoBull12.pdf>

State Laws and Regulations Pertinent to Marketing Organic Products

Environmental Laws Affecting State Agriculture

National Association of State Departments of Agriculture Research Foundation.
<http://www.nasda.org/nasda/nasda/Foundation/state/states.htm>

“Summaries of State Organic Laws” and “States without Organic Laws.” In *National Organic Directory*, Community Alliance with Family Farmers, 18th Edition, 2001, pp. 145-161.

Organic Farming Legislation - USA

Organic-research.com. Includes links to information about pertinent legislation in California, Idaho, Indiana, Iowa, Kentucky, Michigan, Missouri, Nevada, New Hampshire, Ohio, Oregon, Rhode Island, Texas, Utah, Virginia, and Guam.
<http://www.organic-research.com/LawsRegs/regs/usreg.asp>

State Marketing Profiles

USDA Agricultural Marketing Service (AMS). Organic Agriculture certifiers and programs are included with each state profile.
<http://www.ams.usda.gov/statesummaries/>

General Federal Food-related Labeling and Regulatory Programs and Information

“Food Laws and Regulations.” In *Improving the Safety and Quality of Fresh Fruits and Vegetables: A Training Manual for Trainers*, Section IV. Joint Institute for Food Safety and Applied Nutrition/University of MD, 2002.

http://www.jifsan.umd.edu/PDFs/GAPS_English/IV__Food_Laws_and_Regulatio.pdf

In Spanish: *Leyes y Normativas Alimenticias*

http://www.jifsan.umd.edu/PDFs/GAPS_Espanol/SECCI_N_IV.pdf

Food Laws and Regulations, by Patricia A. Curtis. Blackwell Publishing, 2004.

Abstract only: <http://www.blackwellpublishing.com/book.asp?ref=0813819466&site=1>

* Selected Agencies with Food Regulatory Functions *

USDA Agricultural Marketing Service (AMS)

Services and Programs Web Page. Includes links to “Grading and Certification,” “Marketing Orders” and “Quality Standards.”

<http://www.ams.usda.gov/progserv.htm>

Country of Origin Labeling. Guidelines for “Interim Voluntary Country of Origin Labeling.”

<http://www.ams.usda.gov/cool/>

Fresh Produce Audit Verification Program

<http://www.ams.usda.gov/fv/fpbgapghp.htm>

Livestock and Seed Program. Includes links to “Meat Grading and Certification” and “Standardization” branches.

<http://www.ams.usda.gov/lsg/>

United States Standards for Livestock and Meat Marketing Claims. Notices, *Federal Register*, December 30, 2002 (vol. 67, no. 250), pages 79552-79556. (DOCID: fr30de02-20) “These proposed minimum requirements for livestock and meat industry production/marketing claims, when adopted, will become the United States Standards for Livestock and Meat Marketing Claims. Some segments of the livestock and meat industries make claims to distinguish their products.” Addresses terms including “antibiotic-free,” “free-range,” and “grass-fed.”

http://www.access.gpo.gov/su_docs/fedreg/a021230c.html

AMS Comments Web Page. (comment on the proposed regulation through March 31, 2003)

<http://www.ams.usda.gov/lsg/stand/claim.htm>

USDA Agricultural Research Service (ARS)

Nutrient Data Laboratory. Includes *USDA Nutrient Database for Standard Reference*, Release 14 and *Nutritive Value of Foods* (Home and Garden Bulletin no. 72).

<http://www.nal.usda.gov/fnic/foodcomp/>

USDA Center for Nutrition Policy and Promotion

Includes *Dietary Guidelines for Americans*, 2000, 5th Edition.

<http://www.usda.gov/cnpp/>

USDA Food Safety and Inspection Service (FSIS)

Exporting from the United States. Includes “Library of Export Requirements.”

<http://www.fsis.usda.gov/OPPDE/IPS/exporting.htm>

Importing to the United States

<http://www.fsis.usda.gov/OPPDE/IPS/importing.htm>

Meat and Poultry Labeling Terms (Glossary)

<http://www.fsis.usda.gov/OA/pubs/lablterm.htm>

Meat Packaging Materials. “All packaging materials in direct contact with food must be safe for their intended use under the Federal Food, Drug and Cosmetic Act (FFDCA).”

<http://www.fsis.usda.gov/OA/pubs/meatpack.htm>

Office of Policy, Program Development and Evaluation, Labeling and Consumer Protection Staff.
[Contact: USDA, FSIS, OPPDE, Labeling and Consumer Protection Staff, 1400 Independence Avenue, SW, Room 614 - Annex Building, Washington, DC 20250-3700, phone 202-205-0623 or 202-205-0279]

<http://www.fsis.usda.gov/OPPDE/larc/>

USDA Meat and Poultry Hotline. 1-800-535-4555; TTY 1-800-256-7072

U.S. Federal Trade Commission (FTC)

FTC (Federal Trade Commission) Models Advertising Policy on FDA Food Labeling Standards.
(September 1994)

<http://www.cfsan.fda.gov/~lrd/ftc.html>

Enforcement Policy Statement on Food Advertising. (May 1994)

<http://www.ftc.gov/bcp/policystmt/ad-food.htm>

U.S. Food and Drug Administration (FDA)

[Contact: U. S. Food and Drug Administration, 5600 Fishers Lane, Rockville MD 20857-0001, phone 1-888-INFO-FDA (1-888-463-6332)]

Homepage <http://www.fda.gov>

Public Health Security and Bioterrorism Preparedness and Response Act of 2002 - Registration of Food Facilities. "...requires domestic and foreign facilities that manufacture, process, pack, or hold food for human or animal consumption in the United States to register with the FDA by December 12, 2003." Overview and registration information.

<http://www.cfsan.fda.gov/~furls/ovffreg.html>

Public Health Security and Bioterrorism Preparedness and Response Act of 2002 - Prior Notice of Imported Foods. "...requires that FDA receive prior notice of food imported into the United States, beginning on December 12, 2003. Most of the prior notice information required by the interim final rule is data usually provided by importers or brokers to the Bureau of Customs and Border Protection (CBP) when foods arrive in the United States. Now, the Bioterrorism Act requires that this information also be provided to FDA in advance of an imported food's arrival to the United States." Overview and System Interface.

<http://www.cfsan.fda.gov/~pn/pnview.html>

Information for FDA-Regulated Industry

<http://www.fda.gov/oc/industry/default.htm>

Office of Regulatory Affairs - Imports

<http://www.fda.gov/ora/import/default.htm>

Food and Cosmetic Guidance Documents

<http://vm.cfsan.fda.gov/~dms/guidance.html>

Food Labeling and Nutrition, Information for Industry. Includes "Food Labeling, Guidance and Regulations."

<http://www.cfsan.fda.gov/~dms/lab-ind.html>

Food Labeling and Nutrition, Health Claims and Nutrient Content Claims
<http://www.cfsan.fda.gov/~dms/lab-hlth.html>

Guidance for Industry: Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables (October 1998)
<http://www.foodsafety.gov/~dms/prodguid.html>

Guidance for Industry: Voluntary Labeling Indicating Whether Foods Have or Have Not Been Developed Using Bioengineering (Draft Guidance) (January 2001)
<http://www.cfsan.fda.gov/~dms/biolabgu.html> or
<http://www.fda.gov/OHRMS/DOCKETS/98fr/001598gd.pdf>

* Related Food Safety Resources *

Environmental Protection Agency (EPA)

Food Quality Protection Act (FQPA). “This law amends the two major pesticide laws: the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and the Federal Food, Drug, and Cosmetic Act (FFDCA).” Site includes a summary of the FQPA and links to related information.
<http://www.epa.gov/agriculture/lqpa.html>

National Agriculture Compliance Assistance Center. “The ‘first stop’ for information about environmental requirements that affect the agricultural community.”
<http://www.epa.gov/agriculture/>

Food Safety Agencies and Authorities: A Primer, by Jean M. Rawson and Donna U. Vogt. Congressional Research Service, 1998.
<http://www.ncseonline.org/NLE/CRSreports/Agriculture/ag-40.cfm>

Foodborne Illness Education Information Center, National Agricultural Library Hazard Analysis - Critical Control Point (HACCP) Systems Information

USDA/FDA HACCP Training Programs and Resources Database
<http://www.nal.usda.gov/foodborne/haccp/index.shtml>

HACCP. Directory of Government and Non-Government Internet Links
<http://www.nal.usda.gov/fnic/foodborne/fbindex/009.htm>

FoodSafety.gov

Gateway to Government Food Safety Information
<http://www.foodsafety.gov/>

Food Law and Regulations
<http://www.foodsafety.gov/~fsg/foodlaw.html>

The Government Agencies. Links to Federal and State agencies.
<http://www.foodsafety.gov/~fsg/fsggov.html>

USDA Economic Research Service (ERS)

Government Food Safety Policies Briefing Room. Includes “HACCP” and “International Issues.”
<http://www.ers.usda.gov/Briefing/FoodSafetyPolicy/>

Traceability in the U.S. Food Supply Briefing Room
<http://www.ers.usda.gov/Briefing/Traceability/>

General State Food-related Labeling and Regulatory Programs and Information

Food Laws and Regulations Division, State and Local Governments

Institute of Food Technologists (IFT). Directory with links.
http://www.ift.org/divisions/food_law/jump_loc.htm

State Agriculture Departments

State and Local Government on the Net: A Directory of Official State, County, and City Government Websites.
<http://www.statelocalgov.net/50states-agriculture.htm>

Directory of State and Local Officials - 2003 Edition

U.S. Food and Drug Administration (FDA)
http://www.fda.gov/ora/fed_state/directorytable.htm

Directory of State/Territorial Land-grant Universities and Cooperative Extension Programs

USDA Cooperative State Research, Education, and Extension Service (CSREES)
<http://www.reeusda.gov/statepartners/usa.htm>

Other Organic-related Certification Programs

Certified Humane Raised and Handled

“Food products that carry the label are certified to have come from facilities that meet precise, objective standards for farm animal treatment.”
<http://www.certifiedhumane.com/>

Certified Naturally Grown

“A non-profit alternative eco-labelling program for small farms that grow using USDA organic methods but are NOT a part of the USDA Certified Organic program.”
<http://www.naturallygrown.org/>

The Consumers’ Union Guide to Environmental Labels

“Learn more about products that are eco-labeled compared to those that are conventionally farmed or produced...” Includes product and label indexes.
<http://www.eco-labels.org/>

Demeter Association, Inc.

“For the Certification of Biodynamic Agriculture.”

<http://www.demeter-usa.org/>

International Organization for Standardization (ISO)

Homepage <http://www.iso.ch/iso/en/>

ISO 65: Agriculture. Catalog listing.

<http://www.iso.ch/iso/en/CatalogueListPage.CatalogueList?ICS1=65>

Institute for Agriculture and Trade Policy (IATP)

Labels Resource Center. Database includes eco-label descriptions and labeling organizations, resource documents and links, etc.

<http://www.iatp.org/labels/>

National Sanitation Foundation (NSF)

NSF International Announces Publication of American National Standards for Environmental Labelling. Press Release, 12/30/01

<http://www.nsf.org/press/isoansi.html>

More information on National Sanitation Foundation standards: <http://www.nsf.org/standards/>

Organic Trade Association (OTA)

The American Organic Standards. “A project of the Organic Trade Association (OTA), initiated by the OTA Organic Certifiers Council (OCC) and conducted in cooperation with the OTA’s Quality Assurance Committee (QAC)” (October 1999)

<http://www.ota.com/standards/aos/index.html>

Trading Standards Central

Guidance Leaflet Listing - Food. Information about food labeling - date marking, additives, food names and the relevant legislation, including organic - for UK countries.

<http://www.tradingstandards.gov.uk/cgi-bin/bgllist.cgi#fd>

USDA Agricultural Marketing Service (AMS), Auditing Services

International Organization for Standardization (ISO) Certification.

USDA Process Verified Program

<http://www.tradingstandards.gov.uk/cgi-bin/bgllist.cgi#fd>

ISO Guide 65 Assessments of Organic Certifying Agencies

<http://www.ams.usda.gov/lsg/arc/iso65.htm>

NOP Accreditation Audit Checklist

<http://www.ams.usda.gov/lsg/arc/nopauditlist.pdf>

Part B: International Trade: Laws and Regulations

Exporting and Importing Organic Products - U.S. Regulations and Information Sources

* Selected Agencies and Organizations *

USDA Foreign Agricultural Service (FAS)

Organics Information

<http://www.fas.usda.gov/agx/organics/organics.html>

[Contact: Stephanie Riddick, Agricultural Marketing Specialist, email:
stephanie.riddick@fas.usda.gov]

International Resources. Organizations, Standards, Regulations, and Information.

<http://www.fas.usda.gov/agx/organics/international.htm>

Organic Trade Association (OTA)

“The Organic Trade Association (OTA) is a membership based business association representing the organic industry in Canada, the United States and Mexico.” Includes the *Organic Export Directory Online*, *Organic Pages Online* directory, and many other resources.

Homepage <http://www.ota.com>

National Organic Initiative (NOI)

A coordinated effort of state agricultural marketing officials and the state-regional trade groups listed below. Regional contacts are:

Northeast: Joy Kanono, Food Export USA - Northeast
phone 215-829-9111, email: jkanono@foodexportusa.org

South: Nishi Whiteley, Texas Department of Agriculture
phone 512-463-5197, email: nishi.whiteley@agr.state.tx.us

Midwest: Betsy Riggs, Mid-America International Agri-Trade Council (MIATCO)
phone 312-944-3030, email: eriggs@miatco.org

West: Tim Larsen, Colorado Department of Agriculture
phone 303-239-4114, email: Tim.Larsen@ag.state.co.us
or Bill Dallas, Washington Department of Agriculture
phone 360-902-1925, email: Bdallas@agr.wa.gov

See also the following four State-Regional Trade Groups. They are non-profit organizations that promote the export of food and agricultural products, including organic, from their respective parts of the United States.

*** U.S. State and Regional Trade Groups
that include Organic Products in their Activities ***

Food Export USA - Northeast.

Homepage <http://www.foodexportusa.org/>

Mid-America International Agri-Trade Council (MIATCO)

Homepage http://www.miatco.org/noflash_miatco_home.htm

Southern U.S. Trade Association (SUSTA)

Homepage <http://www.susta.org/>

Western U.S. Agricultural Trade Association (WUSATA)

Homepage <http://www.wusata.org/>

**General U.S. Export and Import Regulations,
Certifications and Information**

USDA Agricultural Marketing Service (AMS)

“The Agricultural Marketing Service includes six commodity programs - Cotton, Dairy, Fruit and Vegetable, Livestock and Seed, Poultry, and Tobacco. The programs employ specialists who provide standardization, grading and market news services for those commodities. They enforce such Federal Laws as the Perishable Agricultural Commodities Act and the Federal Seed Act. AMS commodity programs also oversee marketing agreements and orders, administer research and promotion programs, and purchase commodities for Federal food programs.”

Homepage <http://www.ams.usda.gov/>

Exporter Assistance. Transportation Services Branch.

<http://www.ams.usda.gov/tmd/tmdsea.htm>

Fruit and Vegetable International Activities

<http://www.ams.usda.gov/fv/fvintl.html>

Livestock and Seed International Programs

<http://www.ams.usda.gov/lsg/lsint.htm>

USDA Animal and Plant Health Inspection Service (APHIS)

“USDA’s Animal and Plant Health Inspection Service (APHIS) is responsible for enforcing regulations governing the import and export of plants and animals and certain agricultural products. These regulations both protect U.S. agriculture and preserve and enhance agricultural markets abroad. Import rules are necessary to prevent the entry of foreign plant and animal diseases and pests that could damage U.S. agriculture. Export rules facilitate the movement of agricultural commodities to foreign countries.”

Homepage <http://www.aphis.usda.gov/>

Agricultural Trade

<http://www.aphis.usda.gov/oa/at.html>

Contact Information (Directory)

<http://www.aphis.usda.gov/oa/pubs/K%20Contact%20Information.pdf>

APHIS Permit Services. Includes Plants and Plant Pests, Animals and Animal Products.

<http://www.aphis.usda.gov/import.html>

International Phytosanitary Standards

<http://www.aphis.usda.gov/ppq/pim/standards/>

Small Business Information

<http://www.aphis.usda.gov/ies/smbus.html>

USDA Food Safety and Inspection Service (FSIS)

“The Food Safety and Inspection Service (FSIS) is the public health agency in the U.S. Department of Agriculture responsible for ensuring that the nation's commercial supply of meat, poultry, and egg products is safe, wholesome, and correctly labeled and packaged, as required by the Federal Meat Inspection Act, the Poultry Products Inspection Act, and the Egg Products Inspection Act.”

Homepage <http://www.fsis.usda.gov/>

Evaluating Foreign Countries for Equivalence

<http://www.fsis.usda.gov/OPPDE/IPS/equivalence.htm>

Export Library. Information on foreign country export requirements for meat and poultry products.

[Contact: FSIS Technical Service Center, phone 402-221-7400, email: tech.center@usda.gov]

<http://www.fsis.usda.gov/OFO/export/explib.htm>

Exporting from the United States

<http://www.fsis.usda.gov/OPPDE/IPS/exporting.htm>

Importing to the United States

<http://www.fsis.usda.gov/OPPDE/IPS/importing.htm>

USDA Foreign Agricultural Service (FAS)

Ag Exporter Assistance. Includes: *Ready to Export? Finding Customers; Shipping; Your Exports; Create Export Plan; Channels of Distribution; Financing; Exporter Guide; and Identifying Your Market.*

<http://www.fas.usda.gov/agexport/exporter.html>

Requirements/Certificates. Links to general and product specific information relevant to both U.S. and foreign requirements for prospective exporters.

<http://www.fas.usda.gov/agexport/requires.html>

The General Agreement on Tariffs and Trade (GATT) and the World Trade Organization (WTO)

U.S. Enquiry Point

<http://www.fas.usda.gov/itp/Policy/Gatt/gatt.html>

Fact Sheet: The World Trade Organization and U.S. Agriculture (January 2002)

<http://www.fas.usda.gov/info/factsheets/wto.html>

USDA Grain Inspection Packers and Stockyards Administration (GIPSA)

“The Federal Grain Inspection Service of USDA's Grain Inspection, Packers and Stockyards Administration provides inspection, weighing, and related services on grains, pulses, oilseeds, and processed and graded commodities.” [Contact: See *Directory of FGIS Field Offices*, P&S Regional Offices, or Official Inspection Agencies at

<http://www.usda.gov/gipsa/aboutus/servicemap/usmap.htm>]

Official Inspection and Weighing Services <http://www.usda.gov/gipsa/programsfgis/services.htm>

Mandatory and Permissive Export Grain Inspection and Weighing Services

<http://www.usda.gov/gipsa/programsfgis/inspwh/mandperm.htm>

International Services

<http://www.usda.gov/gipsa/international/intl-services.htm>

U.S. Department of Commerce

Homepage <http://www.commerce.gov/>

Bureau of Industry and Security. BIS's activities include regulating the export of sensitive goods and technologies in an effective and efficient manner; enforcing export control, antiboycott, and public safety laws; cooperating with and assisting other countries on export control and strategic trade issues; assisting U.S. industry to comply with international arms control agreements; and monitoring the viability of the U.S. defense industrial base and seeking to ensure that it is capable of satisfying U.S. national and homeland security needs.

<http://www.bis.doc.gov/>

International Trade Administration (ITA)

<http://www.ita.doc.gov/>

Trade Compliance Center

<http://www.tcc.mac.doc.gov/cgi-bin/doi.cgi?218:54:1:5>

U.S. Customs Service

[Contacts: See Directories of *Preclearance Locations*, *Foreign Attaché Locations* and *Ports of Entry* available at <http://www.customs.gov/xp/cgov/toolbox/contacts/>]

Homepage <http://www.customs.gov/>

Export

<http://www.customs.gov/xp/cgov/export/>

Import

<http://www.customs.gov/xp/cgov/import/>

U.S. Food and Drug Administration (FDA)

Homepage <http://www.fda.gov/>

Office of Regulatory Affairs (ORA). “The Office of Regulatory Affairs (ORA) is the lead office for all Field activities of the Food and Drug Administration.” The ORA Import Program informs “import brokers, wholesalers, retailers and consumers about products that have been detained or may be

detained without physical examination when presented for entry into the US.” The ORA site also includes information about “Compliance Policy Guides and Regulatory Procedures Manual and other FDA compliance documents and information including the: *Compliance Program Guidance Manual...*” [Contacts: ORA Contact Directory (IOM Blue Pages):

http://www.fda.gov/ora/inspect_ref/iom/IOMORADIR.html]

<http://www.fda.gov/ora/>

FDA in the International Arena

<http://www.fda.gov/oia/fdaintl.htm>

Animal Drugs and Feeds International Activities

<http://www.fda.gov/oia/animdrug.htm>

Foods and Cosmetics International Activities

<http://www.fda.gov/oia/foodcosm.htm>

Food and Cosmetics International Activities/Center for Food Safety and Applied Nutrition

<http://www.cfsan.fda.gov/%7Ecomm/intl-toc.html>

Procedure for Obtaining Certificates for Export of Foods and Cosmetics

<http://www.cfsan.fda.gov/~lrd/certific.html>

Public Health Security and Bioterrorism Preparedness and Response Act of 2002 - Prior Notice of Imported Foods. “...requires that FDA receive prior notice of food imported into the United States, beginning on December 12, 2003. Most of the prior notice information required by the interim final rule is data usually provided by importers or brokers to the Bureau of Customs and Border Protection (CBP) when foods arrive in the United States. Now, the Bioterrorism Act requires that this information also be provided to FDA in advance of an imported food's arrival to the United States.” Overview and System Interface.

<http://www.cfsan.fda.gov/~pn/pnoview.html>

U.S. Trade Information Center (TIC)

“The Trade Information Center (TIC) is a comprehensive resource for information on all U.S. Federal Government export assistance programs. The Center is operated by the International Trade Administration of the U.S. Department of Commerce for the 20 Federal agencies comprising the Trade Promotion Coordinating Committee (TPCC). These agencies are responsible for managing the U.S. Government's export promotion programs and activities.” [Contact: 1-800-USA-TRADE, email: tic@ita.com.gov]

Homepage <http://www.trade.gov/td/tic/>

Export.gov - U.S. Government Export Portal

Homepage <http://www.export.gov/>

TradePort - California's Gateway to Global Trade

“TradePort is designed to be an easy-to-use tool offering one place to go for comprehensive trade information, trade leads, and company databases.”

Homepage <http://www.tradeport.org/>

Selected International Organic-specific Law and Policy Sites

Agri-Food Trade Service: Market Information (Canada): Organic Agriculture

Homepage http://ats.agr.gc.ca/can/3590_e.htm

Canada Organic Initiative Project

Homepage <http://www.certifiedorganic.bc.ca/COI/COI.htm>

The Canadian Organic System as of March 2003

<http://www.certifiedorganic.bc.ca/COI/COS2003.pdf>

China, Organic Food Development Center (OFDC)

Homepage http://www.ofdc.org.cn/index_en.htm

European Commission - Directorate General for Agriculture

Organic Farming - Guide to Community Rules (2001)

http://europa.eu.int/comm/agriculture/qual/organic/brochure/abio_en.pdf

Council Regulation (EEC) No. 2092/91 of 24 June 1991 on Organic Production of Agricultural Products and Indications Referring Thereto on Agricultural Products and Foodstuffs

http://europa.eu.int/eur-lex/en/consleg/main/1991/en_1991R2092_index.html

International Federation of Organic Agriculture Movements (IFOAM)

International Organic Accreditation Service (IOAS)

<http://www.ioas.org>

Organic Guarantee System. Includes IFOAM Basic Standards for Organic Production and Processing and IFOAM Accreditation Criteria for Bodies Certifying Organic Production and Processing.

<http://www.ifoam.org/standard/index.html>

International Harmonisation and Equivalence in Organic Agriculture. IFOAM Conference on Organic Guarantee Systems, Conference Conclusions. (Conference February 2002, Nuremburg) Proceedings edited by G. Rundgren and W. Lockeretz. IFOAM, 2002. [Entire proceedings available from IFOAM]

<http://www.ifoam.org/pub/harmoconferenceconclusions.pdf>

International Trade Centre (ITC), United Nations Conference on Trade and Development (UNCTAD)/World Trade Organization (WTO)

Organic Products Web Page

<http://www.intracen.org/mds/sectors/organic/welcome.htm>

Japan, Ministry of Agriculture, Forestry and Fisheries

Standards and Labelling based on the Law Concerning Standardization and Proper Labelling of Agricultural and Forestry Products (the JAS Law)

http://www.maff.go.jp/soshiki/syokuhin/hinshitu/organic/eng_yuki_top.htm

Network for Animal Health and Welfare in Organic Agriculture (NAHWOA)

“Organic Livestock Production Standards.” In *Diversity of Livestock Systems and Definition of Animal Welfare*, Proceedings of the Second NAHWOA Workshop, Cordoba, 8-11 January 2000, edited by M. Hovi and R. Garcia Trujillo. NAHWOA, 2000.

<http://www.veeru.reading.ac.uk/organic/proc/proceedings.htm>

Organic-research.com

Organic Farming Legislation. Links to organic regulation resources in Australia, Canada, Denmark, Ireland, Japan, Sweden, Switzerland, United Kingdom as well as to EC Regulations, Codex Alimentarius Commission Organic Standards, and “Database of Organic Standards in the EU.”

<http://www.organic-research.com/LawsRegs/legislation.asp>

Stiftung Ökologie & Landbau

Organic Farming in Europe - Country Reports. (in English) Reports include information about the country’s laws, standards and certification agencies.

http://www.organic-europe.net/country_reports/default.asp

United Nations Food and Agriculture Organization (FAO) (from IFOAM)

Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods (GL 32 – 1999, Rev. 1 – 2001)

http://www.ifoam.org/fao/codex_content.html

Report Codex Food Labelling Committee. May 2000, Ottawa

http://www.ifoam.org/fao/codex_food_label.html

United Nations Food and Agriculture Organization (FAO) and World Health Organization (WHO), Codex Alimentarius Commission

FAO/WHO Food Standards Homepage. Codex Standards and other related texts adopted by the Commission including “Food Hygiene - Basic Texts,” “Food Labelling - Complete Texts,” “Food Import and Export Inspection and Certification Systems - Combined Texts,” and “Organically Produced Foods - Guidelines for Production, Processing, Labelling and Marketing.”

<http://www.codexalimentarius.net/>

Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods (GL 32-1999; Rev.1-2001)

<http://www.fao.org/organicag/doc/glogranicfinal.pdf>

United Nations Conference on Trade and Development, Capacity Building Task Force on Trade, Environment and Development

Policy Dialogue on Promoting Production and Trading Opportunities for Organic Agricultural Products. Meeting Report (Brussels), 21-22 February 2002.

<http://www.unep-unctad.org/cbtf/meetings/brussels/finalreport.doc>

Selected International Food Law and Policy Sites

United Nations Food and Agriculture Organization (FAO)

FAOLEX. “Comprehensive and up-to-date computerized legislative database, the world’s largest electronic collection of national laws and regulations, as well as treaties, on food, agriculture and renewable natural resources.”

<http://faolex.fao.org/faolex/index.htm>

World Trade Organization (WTO)

The Agreements: Agriculture: Fairer Markets for Farmers. Guide to provisions and intent of WTO agreements pertaining to trade in agricultural products.

http://www.wto.org/english/thewto_e/whatis_e/tif_e/agrm3_e.htm

Sanitary and Phytosanitary Measures. “An agreement on how governments can apply food safety and animal and plant health measures (sanitary and phytosanitary or SPS measures) sets out the basic rules in the WTO.”

http://www.wto.org/english/tratop_e/sps_e/sps_e.htm

Organisation for Economic Co-operation and Development (OECD)

Food, Agriculture and Fisheries Directorate. “The Directorate analyses food, agriculture and fisheries issues and provides information and advice to governments on practical and innovative options for the reform and the development of policies and the liberalisation of trade.”

<http://www.oecd.org/agr/>

Institute of Food Technologists (IFT)

Food Laws and Regulations Division. Includes “frequently updated links to Internet resources on food laws and regulations as well as related topics” - associations, U.S. government and judicial agencies; U.S. state and local agencies; libraries; private and academic sources.

http://www.ift.org/divisions/food_law/

The School of Food Biosciences, The University of Reading, UK

Food Law Web Site. Developed by Dr. D. J. Jukes. Extensive coverage of news, government agencies, and regulations in the UK and Europe.

<http://www.fst.rdg.ac.uk/foodlaw/main.htm>



Organic Agricultural Products: Marketing & Trade Resources

III. How-to Guides

About this section

This section contains references and links to educational and outreach materials including guides, textbooks, workbooks, manuals and fact sheets. Emphasis is on online or otherwise readily available resources. Selected books and articles also are included, with availability/purchase information noted. While not indicated, online publications may also be available in print format.

In addition to publications cited in this chapter, there are many other resources listed throughout this guide that will assist in “how-to” market. See especially sources described in the [chapter about Support Organizations](#).

Direct marketing has traditionally been an important market outlet for organic products, and this section includes resources about farm direct marketing and community supported agriculture. Selected resources concerned with marketing niche and specialty agricultural products in general also are included. Texts about organic crop and livestock production often contain significant information about marketing techniques; for the most part, these texts are NOT covered in this publication.

Related Chapters in this Publication

Regulations, Laws and Legislation; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations

Section headings

[General Marketing](#)
[Direct Farm Marketing](#)
[Selected Organic Enterprise Budgets](#)

General Marketing

Access eCommerce: Enhancing Rural Development through Electronic Commerce. Includes links to 24 eCommerce *Research Briefs*. University of Minnesota Extension Service, 2003.

Document online: <http://www.extension.umn.edu/mainstreet/>

Adding Value for Sustainability: A Guidebook for Agricultural Professionals, by Kristen Markley and Duncan Hilchey. Farming Alternatives Program, 1998. [Availability information: Community, Food, and Agriculture Program, Cornell University, phone 607-255-9832 or email gcg4@cornell.edu]

Abstract and selected text: http://www.cardi.cornell.edu/cd_toolbox_2/tools/value_added.cfm

Adding Value through Environmental Marketing: Opportunities for Food Producers, Processors and Retailers. (Conference Proceedings, December 6-7, 1999, Madison WI) Institute for Agriculture and Trade Policy, 2000. 258p.

Document online: <http://www.iatp.org/labels/envcommodities/>

Adding Value through Sustainable Agriculture Entrepreneurship: Overview and Resources, by Holly Born. Appropriate Technology Transfer for Rural Areas (ATTRA), 2003. 94p.

Document online: <http://attra.ncat.org/attra-pub/value-addedResource.pdf>

Agricultural Marketing: Retail Marketing. Pennsylvania State University, 2003.

Document online: <http://agmarketing.extension.psu.edu/Retail.html>

Alternative Meat Marketing, by Holly Born. Appropriate Technology Transfer for Rural Areas (ATTRA), 2000.

Document online: <http://attra.ncat.org/attra-pub/altmeat.html>

Attracting Consumers with Locally Grown Products, prepared by the Food Processing Center. Institute of Agriculture and Natural Resources, University of Nebraska, Lincoln, 2001. 76p.

Document online: <http://www.farmprofitability.org/local.pdf>

Auditing in the Food Industry - From Safety and Quality to Environmental and Other Audits, edited by Mike Dillon and Chris Griffith. Woodhead Publishing Limited (UK), 2001. 217p.

Information/abstract only:

<http://www.woodhead-publishing.com/foodsci/furtherinfo/quality/auditing.html>

“**Behind the Label: A Guide for Retailers.**” In *Natural Foods Merchandiser* (16-article Supplement) August 2003.

Document online:

<http://www.naturalfoodsmerchandiser.com/ASP/currentIssue.asp?strIssueId=6&where=ARTICLEARCHIVE>

Being the Shopper: Understanding the Buyer's Choice, by Phil Lempert. John Wiley & Sons, 2002. 245p.

Information/abstract only: <http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471151351.html>

Bringing Local Food to Local People: A Resource Guide for Farm-to-School and Farm-to-Institution Programs, by Barbara C. Bellows, Rex Dufour, and Janet Bachmann. Appropriate Technology Transfer for Rural Areas (ATTRA), 2003. 28p.

Document online: <http://attra.ncat.org/attra-pub/PDF/farmtoschool.pdf>

Building a Sustainable Business: A Guide to Developing a Business Plan for Farms and Rural Businesses. (Handbook Series Book 6) Sustainable Agriculture Network/Minnesota Institute for Sustainable Agriculture, 2003. 277p.

Document online: <http://www.sare.org/handbook/SustainableBusiness/SustainableBusiness.pdf>

Certification of Organic Foodstuffs in Developing Countries, by Jochen Neuendorff and Ulrich Sabel-Koschella. Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), undated. 50p. (available in English, French, Spanish, and German)

Document online: <http://www.gtz.de/organic-agriculture/english/lit/lit02.html#1>

Collaborative Marketing: A Roadmap and Resource Guide for Farmers, by Robert King and Gigi DiGiacoma. Minnesota Institute for Sustainable Agriculture, 2000.

Document online:

<http://www.extension.umn.edu/distribution/businessmanagement/DF7539.html>

“Cooperatively Producing & Marketing Natural Beef.” In *Field Notes*, no. 7. North Central Region Sustainable Agriculture Research and Education, 1999. 4p.

Document online: <http://www.sare.org/ncrsare/fnpn0899pdf.pdf>

Creating an Organic Production and Handling System Plan: A Guide to Organic Plan Templates, by George Kuepper. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002.

Document online: <http://attra.ncat.org/attra-pub/handlingsys.html>

DPI and Organics. State of Queensland, Department of Primary Industries (Australia), 2002. Includes chapters: “Trade opportunities for organic food,” “Marketing organic food,” “Organic production and processing.”

Document online: <http://www.dpi.qld.gov.au/business/660.html>

E-Commerce for Farmers: Yes, You Can!, by Michelle Frain. The Rodale Institute, 2003. 6p.

[Availability information: Michelle Frain, 610-683-1400, marketing@newfarm.org]

Document online: <http://newfarm.org/depts/midatlantic/Fact%20Sheets/e-commerce.shtml>

Energy-Efficient Grass-Based Meat and Veal Production and Marketing Manual. Center for Agricultural Development & Entrepreneurship (Oneonta NY), 2003? 54p. [Availability information: CADE, 250 Main Street, Oneonta NY 13820, phone 607-431-6034, email: khodne@cadefarms.org]

Document online: <http://www.cadefarms.org/publications.htm>

Exporting Organic Products: Marketing Handbook, 2nd Edition, by Marion Buley, Suzanne Vaupel, and Peter Grosch; edited by Katherine Clark. Protrade, Department Organic Products and Fine Foods, Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ), 1997. 132p. (available in English, French, and Spanish)

Document online: <http://www.gtz.de/organic-agriculture/english/lit/lit03.html#1>

Facts About Organic Production & Markets. Appropriate Technology Transfer for Rural Areas (ATTRA), 1998.

Document online: <http://attra.ncat.org/attra-pub/leaflets/factsrs.html>

Free-range Poultry Production and Marketing: A Guide to Raising, Processing, and Marketing Premium Quality Chicken, Turkey and Eggs, by Herman Beck-Chenoweth. Back Forty Books, 1997. (also available as a video) [Availability information: Back Forty Books, 866-596-9982]

Information/abstract only: <http://www.back40books.com/store/products.asp?dept=1037>

Good Organic Retailing Practices Training Manual. Organic Trade Association, 2002?

[Availability information: Organic Trade Association, P.O. Box 547, Greenfield MA 01302; phone 413-774-7511, fax 413-774-6432]

Information/abstract only: <http://www.ota.com/bookstore/4.html>

Green Markets for Farm Products, by Al Kurki and Nancy Matheson. Appropriate Technology Transfer for Rural Areas (ATTRA), 2001.

Document online: <http://attra.ncat.org/attra-pub/greenmarkets.html>

Growing Your Range Poultry Business: An Entrepreneur's Toolbox, by Anne Fanatico and David Redhage. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002. 63p.

Document online: <http://attra.ncat.org/attra-pub/PDF/poultrytoolbox.pdf>

A Guide to Marketing Organic Produce, by Charles Hall, Richard Edwards, and Jeff Johnson. Texas Agricultural Extension Service, 1991?

Document online:

<http://aggie-horticulture.tamu.edu/sustainable/publications/organicproduce/organic.html>

Guide to Legal Requirements for Exporting Organic Foods and Agricultural Products to International Markets, by Suzanne Vaupel and Ken Commins. International Organic Accreditation Service, International Federation of Organic Agricultural Movements, Third World Working Group, 1997. 61p.

Guidelines for Exporters of Cut Flowers to the European Market. Commonwealth Secretariat, 2002. 72p. [Availability information: Stylus Publishing, P.O. Box 605, Herndon VA 20172-0605, phone 703-661-1581 or 800-232-0223 (toll free), email: Styluspub@aol.com]

Information/abstract only: <http://styluspub.com/books/book5138.html>

Guidelines for Exporters of Fruit and Vegetables to the European Market. Commonwealth Secretariat, 2002. 72p. [Availability information: Stylus Publishing, P.O. Box 605, Herndon VA 20172-0605, phone 703-661-1581 or 800-232-0223 (toll free), email: Styluspub@aol.com]

Information/abstract only: <http://styluspub.com/books/book5139.html>

Guidelines for Exporters of Medicinal Herbs to the European Market. Commonwealth Secretariat, 2001. 96p. [Availability information: Stylus Publishing, P.O. Box 605, Herndon VA 20172-0605, phone 703-661-1581 or 800-232-0223 (toll free), email: Styluspub@aol.com]

Information/abstract only: <http://styluspub.com/books/book5140.html>

Handbook of Organic Food Processing and Production, 2nd Edition, edited by Simon Wright and Diane McCrea. Blackwell Science (UK), 2000. 238p. Chapters include "International Legislation &

Importation,” “Fruit & Vegetables,” “Organic Meat & Fish: Production, Processing & Marketing,” and “Organic Dairy in the United States.”

Information/abstract only: <http://www.blackwellpublishing.com/book.asp?ref=0632055413>

Herbal Harvest: Commercial Organic Production of Quality Dried Herbs. 2nd Edition, by Greg Whitten. Blooming Books, 1999. 556p. [Availability information: Blooming Books, 7 Newry Street, Richmond, VIC 3121 Australia]

Information/abstract only: <http://www.tasherbs.org/herbal.htm>

How to Harvest the Profits of Organic Produce. Organic Trade Association, 2000. 67p. [Availability information: Organic Trade Association, P.O. Box 547, Greenfield MA 01302; phone 413-774-7511, fax 413-774-6432, <http://www.ota.com/bookstore/4.html>]

International Organic Inspection Manual, compiled by James A. Riddle and Joyce E. Ford. Independent Organic Inspectors Association (IOIA)/International Federation of Organic Agriculture Movements (IFOAM), 2000. 264p. (available in English and Spanish). [Availability information and abstract: <http://www.ioia.net/pubinfo.htm#manual>]

MAC Link List. Missouri Alternatives Center. Compilation of links to full-text “Extension Guidesheets from some of the top university research centers in the world.” Arranged alphabetically by topic. Categories include several facets of marketing and organic certification.

Documents online: <http://agebb.missouri.edu/mac/links/index.htm>

Marketing Alternatives for Specialty Produce, by Larry Burt, Jim Kropf, and Curt Moulton. A Pacific Northwest Extension Publication, 2002.

Document online: <http://eesc.orst.edu/AgComWebFile/EdMat/PNW241.pdf>

Marketing Fact Sheets. Alberta Food and Agriculture, Food and Rural Development, 1999-2002. Series includes “Essentials of Pricing,” “Developing a Promotional Plan,” and “Adding E-commerce to Your Agri-business.”

Document online: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/agdex4091#market](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/agdex4091#market)

Marketing Options for Commercial Vegetable Growers, by Brent Rowell, Tim Woods, and Jim Mansfield. University of Kentucky Extension, undated.

Document online: <http://www.ca.uky.edu/agc/pubs/id/id134/id134.htm>

Marketing Organic Grains, by Holly Born and Preston Sullivan. Appropriate Technology Transfer for Rural Areas (ATTRA), 2002.

Document online: <http://attra.ncat.org/attra-pub/marketingorganicgrains.html>

Marketing Research for Entrepreneurs and Small Business Managers, by David J. Snepenger. Montana State University College of Business, 1997.

Document online: <http://www.montana.edu/wwwpb/pubs/mt9013.html>

Market Research Workbook, by John M. Arnos, Ellen Peirce, and Henry H. Sineath. University of Missouri, undated. 30p.

Document online: http://www.mobdn.net/docs/market_research_workbook.asp

Marketing Tips for Farmers. Series includes “General Marketing Tips for Farmers Selling to Independent Retailers and Restaurants,” “Marketing to Independent Retailers,” and “Marketing to Restaurants.” North Carolina Cooperative Extension Service, 2002.

Document online: <http://www.ces.ncsu.edu/chatham/ag/SustAg/marketingtips.html>

Marketing Tips for Sustainable Agriculture: A Practical Way to Support Sustainable Agriculture, by Stefanie Aschmann and Jason Murphy. USDA Natural Resources Conservation Service, Watershed Science Institute, 2004. [Availability information: USDA/NRCS/WSI, c/o NAC UNL-East Campus, Lincoln NE 68583-0822, phone 402-437-5788]

New Product Development - Mapping the Process. Manitoba Agriculture and Food, June 2001. Includes segments on Market Research, Market Segmentation, Regulations, Labeling, Packaging and Financial Management.

Document online: <http://www.gov.mb.ca/agriculture/financial/agribus/ccg01s00.html>

The NxLevel Training Network. NxLevel “is a group of organizations engaged in entrepreneurial training.” Training curriculums (offered in many states) include NxLevel for Business Start-ups, for Entrepreneurs, for Enterprising Youth, for Micro-Entrepreneurs, for Agricultural Entrepreneurs and for Alternative Agriculture. Web site includes “Business Resources on the Net” linking page.

Information/abstract only: <http://www.nxlevel.org/Pages/brn.html>

Organic Apple Production Manual, by Sean L. Swezey et al. University of California, Agriculture and Natural Resources Communications Services, 2000. 72p. [Availability information: UC ANR Communication Services, phone 800-994-8849 (toll free), or <http://anrcatalog.ucdavis.edu>]

Information/abstract only: <http://www.sarep.ucdavis.edu/news/0004bpr.htm>

Organic Certification, Farm Production Planning, and Marketing, by Mark Gaskell et al. (Publication 7247) Division of Agriculture and Natural Resources, University of California, Vegetable Research and Information Center, 2000.

Document online: <http://anrcatalog.ucdavis.edu/pdf/7247.pdf>

Organic Dairy Products, International Seminar held in Athens, Greece, September 1999. (Bulletin 347/2000) International Dairy Federation, 2000. 40p.

Information/abstract only: <http://www.fil-idf.org/Publications2000.htm> (scroll to Bulletin 347)

Organic Food Production and Certification, by Carol A. Miles, Tamera K. Flores, and Miles McEvoy. Washington State University Cooperative Extension, 1999.

Document online: <http://cru.cahe.wsu.edu/CEPublications/eb1888/eb1888.pdf>

Organic Resource Manual, by Nancy Taylor and Leslie Zenz. Washington State Department of Agriculture, Organic Food Program, 1999. 92p. (SARE PROJECT EW-96.006)

Document online: <http://agr.wa.gov/FoodAnimal/Organic/docs/OrganicResourceManual.pdf>

Pastured Poultry Profits, by Joel Salatin. Polyface Farms, Inc., 1996. 334p. [Availability information: Chelsea Green Publishing (distributor), P.O. Box 428, Gates-Briggs Building #205, White River Junction VT 05001, phone 802-295-6300]

Information/abstract only: http://www.chelseagreen.com/item_detail.php?id=491

Recognize and Investigate Value-Added Opportunities and Constraints, by Sheila Knop and Russell Tronstad. Department of Agricultural & Resource Economics, University of Arizona, 2000?
Document online: <http://ag.arizona.edu/arec/va/valaddopp&const.html>

Selling Certified Organic Produce to Retail Produce Markets in the Upper Midwest, by Laurie S. Z. Greenberg. Center for Integrated Agricultural Systems, 2002. 18p.
Document online: <http://www.wisc.edu/cias/pubs/greenbrg.PDF>

Starting and Growing a Business. Alberta Agriculture, Food and Rural Development, 2003. Resources to “assist prospective and emerging agri-food processors with helpful business and marketing information essentials to plan and operate a successful business.”
Document online: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/apa2314?OpenDocument](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/apa2314?OpenDocument)

Steps to Ag Business Development. Iowa Agricultural Opportunities, Iowa State University Extension, 2003.
Document online: <http://www.iowaagopportunity.org/steps/stepshomepage.html>

A Systematic Approach to Produce Wholesaling, by David J. Rada and Jim Hanson. (#FS648) Maryland Cooperative Extension Service, 1995.
Document online: <http://www.agnr.umd.edu/MCE/Publications/Publication.cfm?ID=1>

To Market, to Market to Sell a Fat Hen: How to Grow Your Business From Idea to Successful Company, by LeVon Eblen, Jacqui Becker, Jill Euken, and Maureen Kilkenny. The Geography of Rural Financial Intermediation, Iowa State University, undated. 22p.
Document online: <http://www.wallacefdn.org/chickenandtheegg1.pdf>

Understanding Cooperatives: Agricultural Marketing Cooperatives, developed by Marc Warman and Tracey L. Kennedy. USDA Rural Business - Cooperative Service, 1998. 4p.
Document online: <http://www.rurdev.usda.gov/rbs/pub/cir4515.pdf>

Direct Farm Marketing

1999 Agricultural Marketing Outreach Workshop Training Manual. Southern University and A&M College and U.S. Department of Agriculture, 1999. Includes several presentations about marketing including “Producing and Marketing Organic Produce,” by Owusu Bandele and “Practices to Enhance Marketing of Fruits and Vegetables,” by Charles A. Mullins.
Document online: <http://marketingoutreach.usda.gov/info/99Manual/organic.html>

Approaching Foodservice Establishments with Locally Grown Products. Food Processing Center Institute of Agriculture and Natural Resources, University of Nebraska-Lincoln, 2003. (Prepared for the North Central Initiative for Small Farm Profitability)
Document online: <http://www.farmprofitability.org/research/grownlocal2/grownlocal2.htm>

Considering Selling Value-Added Products at Shopping Malls: Not a Straightforward Issue, by Anne Dalton, with Rob Holland. (CPA Info #77) Center for Profitable Agriculture, University of TN, 2003. 2p.
Document online: <http://cpa.utk.edu/pdf/cpa77.pdf>

Direct Farm Marketing and Tourism Handbook. Department of Agricultural & Resource Economics, University of Arizona, 2000.

Document online: <http://ag.arizona.edu/arec/pubs/dmkt/dmkt.html>

Direct Marketing, by Katherine Adam. Appropriate Technology Transfer for Rural Areas (ATTRA), 1999.

Document online: <http://attra.ncat.org/attra-pub/directmkt.html>

Direct Marketing of Farm Produce and Home Goods: Direct Marketing Alternatives and Strategies for Beginning and Established Producers, by John Cottingham et al. University of Wisconsin Extension, undated. 28p.

Document online: <http://cecommerce.uwex.edu/pdfs/A3602.PDF>

Dynamic Farmers' Marketing: A Guide to Successfully Selling Your Farmers' Market Products, by Jeff W. Ishee. Bittersweet Farmstead (Staunton VA), 1997. 148p. [Availability information: phone 540-886-8477 or email: farmsted@cfw.com]

Review: <http://www.mofga.org/mofsep6.htm>

Face to Face Farming and Eating: Personal Relationships in Alternative Food Systems, by Mary Hendrickson. Food Circles Networking Project, University of Missouri Outreach and Extension, undated. 4p.

Document online: <http://www.foodcircles.missouri.edu/facetoface.pdf>

Farmers Markets and Small Farm Marketing Strategies Project: Case Studies. University of California Sustainable Agriculture Research and Education Project, 2003.

Document online: <http://www.sarep.ucdavis.edu/cdpp/farmersmkt.htm>

Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers, by Lynn Byczynski. Chelsea Green Publishing, 1998 224p. [Availability information: Chelsea Green Publishing, P.O. Box 428, Gates-Briggs Building #205, White River Junction VT 05001, phone 802-295-6300]

Information/abstract only: http://www.chelseagreen.com/item_detail.php?id=47

”The ABCs of Marketing to Restaurants: from Farm to Chef... Keys to Successfully Supplying Restaurants,” by Michelle Frain. *The NewFarm*. 2002.

Document online: <http://www.newfarm.org/features/0802/restaurant.shtml>

How To Direct-Market Farm Products on the Internet, by Jennifer-Claire V. Klotz. USDA Agricultural Marketing Service, Transportation and Marketing Programs, Marketing Services Branch, 2002. 50p.

Document online: <http://www.ams.usda.gov/directmarketing/internet%20marketingf.pdf>

Legal Guide for Farm Marketers, by Neil D. Hamilton. Drake University Agricultural Law Center, 1999. 235p. [Availability information: Agricultural Law Center, Drake University, Des Moines IA 50311, phone 515-271-2947]

Information/abstract only: <http://www.drake.edu/newsevents/releases/jan00/011300farmers.html>

The New Farmers' Market: Farm-Fresh Ideas to Make Market Sales Sizzle, by Eric Gibson, Vance Corum and Marcie Rosenzweig. New World Publishing, 2001. 256p. [Availability information: New World Publishing, 11543 Quartz Drive, # 1, Auburn CA 95602, phone 530-823-3886]

Abstract and selected text: <http://www.nwpub.net/nfm.html>

Reap New Profits: Marketing Strategies for Farmers and Ranchers. Sustainable Agriculture Network, 1999. (also available with accompanying PowerPoint presentation)
Document online: <http://www.sare.org/market99/>

Selling Directly to Restaurants and Retailers, by Gail Feenstra, Jeri Ohmart, and David Chaney. University of California Sustainable Agriculture Research and Education Program, 2003. 5p.
Document online: <http://www.sarep.ucdavis.edu/cdpp/selldirect.pdf>

Selling Local Food to Restaurants and Food Services: Why and How. (Report Brief) Food Circles Networking Project, University of Missouri Outreach and Extension, undated.
Document online: <http://www.foodcircles.missouri.edu/selltorestaurants.pdf>

Selling Your Products Through Mail Order. Massachusetts Department of Agricultural Resources, Bureau of Markets, 2003.
Document online:
<http://www.state.ma.us/dfa/markets/publications/selling%5Fyour%5Fproducts%5Fthrough%5Fmailorder.htm>

Sustainable Vegetable Production From Start-Up to Market, by V. P. Grubinger. Natural Resource, Agriculture, and Engineering Service, Cornell Cooperative Extension, 1999. 268p. [Availability information: NRAES, Cooperative Extension, 152 Riley-Robb Hall, Ithaca NY 14853-5701, phone 607-255-7654, email nraes@cornell.edu]
Information/abstract only: <http://www.nraes.org/publications/nraes104.html>

Selected Organic Enterprise Budgets

Crop Rotational Budgets for Three Cropping Systems in the Northeastern United States. Rutgers Cooperative Extension, 1999. “Conventional Production Practices, Integrated Crop Management Production Practices, and Organic Production Practices.” Budgets under “Organic Production Practices” include cabbage, cauliflower, corn, cucumbers, dairy goat milk, apples, hay alfalfa, lettuce, pumpkin, soybeans, spring lamb, tomatoes and onions. Site also incorporates an “Interactive SmartForm” for creating your own custom crop budget.
Document online: <http://aesop.rutgers.edu/~farmmgmt/ne-budgets/NEbudgets.html>

Organic Apples – Okanagan Valley, Slender Spindle - 1210 Trees/acre. (Planning for Profit Series) Ministry of Agriculture, Food and Fisheries, British Columbia, 2001.
Document online:
http://www.agf.gov.bc.ca/busmgmt/budgets/budget_pdf/tree_fruits/organic_apples_2001.pdf

Organic Broccoli Production in Watauga County. North Carolina Cooperative Extension, revised 2002.
Document online: <http://www.ces.ncsu.edu/watauga/broccoli.html>

Organic Farming Cost Studies, by Karen Klonsky and Laura Tourte. Series of fourteen studies of California organic production systems. Department of Agricultural and Resource Economics, UC Davis. Most documents online: <http://www.sarep.ucdavis.edu/pubs/Costs.htm>

Organic Goldenseal Production - 1 Acre- estimated Costs and Returns, as of 1/31/2001, by Roger Seago. Washington State University, 2001.
Document online: <http://foodfarm.wsu.edu/OrganicGoldenseal.htm>

Organic Pork Production: A Two-litter Pasture Farrow-to-Finish Budget, by Jude M. Becker, M. S. Honeyman, and J. B. Kliebenstein. (ASL-R1679) Iowa State University, undated.

Document online: <http://www.extension.iastate.edu/ipic/reports/99swinereports/asl-1679.pdf>

Projected 2000 Organic Crop Budgets South Central North Dakota. Farm Management Planning Guide, North Dakota State University Extension, 2000.

Document online: <http://www.ext.nodak.edu/extpubs/agecon/ecguides/sc-org.htm>

Small-Scale Egg Production (Organic and Nonorganic). (Agricultural Alternatives) Pennsylvania State University, 1999.

Document online: http://agalternatives.aers.psu.edu/livestock/small_scale_egg/small_scale_egg.pdf



Organic Agricultural Products: Marketing & Trade Resources

IV. Guides to Data, Suppliers, Outlets and Events

About this section

This section is a guide to guides, containing references for various types of directories and listings useful to the organic food handler and marketer. These include web directories and web portals documenting market outlets, brokers, supplies and suppliers, marketing literature and research, and Internet links. References are grouped by general topic. Descriptions in quotation marks are descriptions taken directly from the source's Web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.

Online sites and documents are emphasized in these listings. Unless otherwise noted, access to these resources is free. A few are fee-based, have only partial information online or are print-only in format. Availability information is noted. Many of the resources listed here could be listed in more than one category; check the index to this publication if you don't find one listed in the category where you first look.

Many of the sources listed here are not specific to organic production and handling; however, they do contain information about food marketing and trading enterprises that organic marketers will find helpful. **Underlined titles are organic- and/or natural food-specific.**

The following resource types and formats are included in this chapter:

- ① *Directories and Trading Sites* - people, organizations, markets
- ② *Searchable Databases* - both free and fee-based
- ③ *Cyberguides/Web Portals* - Indexed/annotated links to other sites
- ④ *Bibliographies and Publishers Catalogs* - Topic-oriented guides to print literature
- ⑤ *Calendars of Trade and Marketing Events*

Related Chapters in this Publication

Regulations, Laws and Legislation; How-to Guides, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies; Support Organizations

Section headings

[General Marketing](#)
[Agribusiness and Economic Research](#)
[Market Outlets, Brokers and Suppliers](#)
[Commodity Price Indexes](#)
[Food Science](#)

General Marketing

Agribusiness Online. Fintrac, Inc. Links to market intelligence and technical information services for agribusiness professionals. Topics include “Market Guides,” “Market Prices,” and “Regulations.” ③
<http://www.agribusinessonline.com/>

Agricultural Market Information Virtual Library. Michigan State University, Department of Agricultural Economics. “Market information sources available through the Internet: Daily to yearly market and outlook reports, prices, commodities and quotes.” ③
<http://www.aec.msu.edu/agecon/fs2/market/contents.htm>

Agricultural Marketing Resource Center (AgMRC): An Information Resource for Value-added Agriculture. Iowa State University. Topic categories include: “Investigate Value-Added Products,” “Explore Market and Industry Trends,” “Create and Operate a Business,” “Locate Consultants and Businesses,” “Access New Information and Research.” This site contains a wealth of information in terms of commodity profiles, market reports, literature reviews, link pages, a newsletter, calendar of events, and more. There is also an “Ask a Specialist” option. ③
<http://www.agmrc.org/homepage.html>

The British Library: Researching Business Information: Organic Food Industry. Comprehensive guide to organic business and marketing sources in the UK. ③
<http://www.bl.uk/services/information/orgnfood.html>

Building Better Rural Places: Federal Programs for Sustainable Agriculture, Forestry, Conservation and Community Development “A publication of the U.S. Department of Agriculture agencies working together for sustainable rural development in collaboration with The Michael Fields Agricultural Institute.” USDA, 2001. 160p. Also available in print format. ①
<http://attra.ncat.org/guide/index.htm>

Business Resources. Rural Information Center, USDA National Agricultural Library, 2002. Links to business sources with particular relevance to rural enterprises. ③
<http://www.nal.usda.gov/ric/ruralres/business.htm>

CropChoice.com. “CropChoice is an alternative news and information source for American farmers and consumers about genetically modified crops, corporate agribusiness concentration, farm and trade policy, sustainable agriculture, wind farming and alternative energy, and rural economic and social issues.” ②
<http://www.cropchoice.com/>

Directory of Organics in Canada/ Répertoire du Bio au Canada. Canadian Organic Growers (COG), 2002. Contacts for certifiers, suppliers, research organizations, etc. Also available in print format. ①
<http://www.cog.ca/orgdirectory.htm>

Directory of State Contacts in Value-Added Agriculture - 1998. USDA Cooperative State Research, Education, and Extension Service. ①
<http://www.reeusda.gov/smallfarm/valuedir.htm>

E-answers. Agricultural Communicators in Education (ACE) and participating universities, through a grant from the Cooperative State Research, Education and Extension Service (CSREES)-USDA. “Reliable, research-based information on a wide range of Extension or Outreach-oriented subjects. From

this source you can access the knowledge of Land Grant universities around the nation.” Search on “organic marketing” 2/04 retrieved 1053 items. ❷
<http://128.227.242.197/>

EIU Country Intelligence: Country Profiles and Country Reports. The Economist Intelligence Unit. Searches a database of over 3,000 publications providing economic and political analysis and forecasts for 200 countries and regions. Full access is by paid subscription. ❷ Information/abstract only:
<http://www.eiu.com>

FAO’s Digital Resource Center, WAICENT Information Finder. Search the entire Food and Agriculture Organization’s Web site. Search on “organic marketing” 2/04 retrieved 9 items. ❷
<http://www.fao.org/waicent/search/default.asp>

Farmer Direct Marketing Bibliography - 2001. USDA Agricultural Marketing Service, Transportation and Marketing Programs, Marketing Services Branch, 2001. 26 headings include “Reports/Guides on Direct Marketing,” “Producer/Vendor Survey and Analysis,” and “Consumer Surveys and Analyses.” 60p. ❹
<http://www.ams.usda.gov/directmarketing/bibliography.htm>

FAS Online Calendar of Events for the Organic Industry. USDA Foreign Agricultural Service. ❺
<http://www.fas.usda.gov/agx/organics/Calendar/Calendar.htm>

FindArticles.com. The Gale Group. Current full-text articles from a wide array of magazines and journals including many that contain articles pertaining to organic marketing and industry. Access is free. Search on “organic marketing” 2/04 retrieved over 2000 items. ❷
http://www.findarticles.com/cf_0/PI/index.jhtml

FoodNavigator.com. Novis Group (France). Includes “information on food ingredients, science and nutrition, legislation, food safety and markets for the food and drink manufacturing industries.” ❶ ❷ ❸
<http://www.foodnavigator.com>

FruitNet.com - The Global Fresh Produce Portal. Eurofruit Magazine and Fruchthandel Magazine. Links to international information about “Market and Trade Data & Statistics,” “Transportation Logistics,” “Policy,” trade sites, and an events calendar. Search by keyword. ❸
<http://www.fruitnet.com/>

Global Agribusiness Information Network (GAIN). See [Agribusiness Online](#)

Gourmetretailer.com. “Web site created for retailers in the specialty food and housewares industries... find the latest industry news, trade show dates and information, links to industry associations, web-exclusive articles, and a searchable archive of hundreds of articles from The Gourmet Retailer print edition.” ❶
<http://www.gourmetretailer.com/gourmetretailer/index.jsp>

HerbWorld Online: Herbal Business Tools. Herb Growing & Marketing Network. Web site of the trade association for the herb industry. Access to *Herbal Green Pages* (partial directory listings online) and the quarterly trade journal, *The Bu\$iness of Herbs*. ❶ ❷ ❸
<http://www.herbworld.com/>

❶ Directories and Trading Sites	❷ Searchable Databases	❸ Cyberguides/Web Portals	❹ Bibliographies & Publishers Catalogs	❺ Trade & Marketing Event Calendars
------------------------------------	------------------------	---------------------------	---	--

Horticultural Business Information Network. Topic areas include “Direct Marketing” and “Value Added.” University of Tennessee Cooperative Extension. ⑤
<http://www.utextension.utk.edu/hbin/>

International Organic Industry Events. Organic Trade Services. Extensive international calendar. ⑤
<http://www.organicsts.com/newspro/events/index.shtml>

National Directory of Farmers Market and Direct Marketing Associations 2001. USDA Agricultural Marketing Service and the North American Farmers Direct Marketing Association, 2001. 41 local, state, regional, and national associations, listed by state. ①
<http://www.ams.usda.gov/directmarketing/associations.htm>

National Organic Directory: Guide to Organic Information and Resources Worldwide. 18th edition. Community Alliance with Family Farmers, 2001. 276p. (Ceased publication in 2001) ①

Natural Products Field Manual 2nd Edition, by Bob Burke and Rick McKelvey. Natural Products Consulting Institute, 2003. 3 vols. [Availability information: Bob Burke, phone 978-975-9902 , email BobNPCI@aol.com] “CD-ROM with over 7,200 natural products stores, segmented by "A", "B" & "C" stores, directory of natural buyers in mainstream grocery stores, directories of brokers and distributors, budget models, new item forms, PR Media list and customer logos” ①
Information/abstract only: <http://www.bob-burke.com/fieldman.htm>

The NewFarm.org. Rodale Institute resource featuring “farmer-to-farmer know-how” including “success stories with expert resources for crop and livestock production, direct marketing, local food systems, policy campaigns and community-building collaborations.” ①
<http://www.newfarm.org/>

News and Information about Cooperatives. University of Wisconsin Center for Cooperatives. “Links to Cooperatives,” “Publications,” domestic and international news stories, an events calendar, and more. ② ③
<http://www.wisc.edu/uwcc/>

OMRI Brand Name Products Lists. Organic Materials Review Institute, updated periodically, republished annually. “OMRI lists products after review by an independent Review Panel, composed of leading experts from the organic industry...The evaluation criteria used in the product review process are in conformance with the USDA National Organic Program regulations found in 7 CFR Part 205 and subsequent amendments.” ①
http://www.omri.org/OMRI_brand_name_list.html

OMRI Generic Materials List. Organic Materials Review Institute, updated periodically, available by subscription. “Catalog of OMRI's recommendations and opinions regarding the acceptability or unacceptability of the use of over 750 materials in organic production, processing, and handling.” ①
Information/abstract only:
http://www.omri.org/OMRI_generic_list.html

Organic Agriculture: Market Information (Canada). Agriculture and Agri-food Canada. Links to standards, certifiers, contacts, suppliers, statistics, events calendars, news items, and publications. ③
http://ats.agr.ca/can/3590_e.htm

Organic Agriculture Worldwide. International Federation of Organic Agriculture Movements (IFOAM) directory of the member organizations and associates. Published annually. [Availability information: <http://www.ifoam.org/pub/direct.html>] ❶

The Organic Cotton Site. Sustainable Cotton Project. “This site is dedicated to all the farmers, manufacturers, activists, retailers and others who are devoting their energies to making organic cotton a viable agricultural and economic alternative.” Site includes online articles (news), “Designing and Manufacturing with Organic Cotton” links, and access to the *Organic Cotton Directory*. ❸
<http://www.sustainablecotton.org/>

The Organic Foods Sourcebook, by Elaine Marie Lipson. Contemporary Books, 2001. 221p. [Availability information: McGraw-Hill Company, P.O. Box 182604, Columbus OH 43272, phone 800-262-4729 (toll free)] ❶
Abstract only (search on “organic foods”): <http://books.mcgraw-hill.com/>

Organic Marketing Resources, by Holly Born. Appropriate Technology Transfer for Rural Areas (ATTRA), 2001. “Includes sources of information on the market for organic food and fiber products, including information specifically pertaining to certified-organic products as well as more general information.” ❸
<http://attra.ncat.org/attra-pub/markres.html>

Organic Trade Association Calendar of Events. ❺
<http://www.ota.com/news/calendar.html>

OrganicAgInfo.org. Organic Agriculture Consortium (OAC)/Scientific Congress on Organic Agricultural Research (SCOAR). Includes full-text documents and links for “information on production, economic data, research results, farmer anecdotes, certification information, transition strategies, as well as many other subjects related to organic agriculture.” Including marketing. ❷
<http://www.OrganicAgInfo.org>

Resource Express: Agricultural Cassettes: Grazing/Organic/Biodynamic/Co-op/Small Farms - Conferences. “Source for audio tapes from Agricultural meetings.” ❹
<http://www.rexp.com/organic.htm>

Resources for Small Food Processors and Potential Entrepreneurs. Department of Food Science, Penn State University. Site and document links in categories: “Before You Get Started - Making the Decision to be a Food Processor,” “Resources for Starting a Business,” “Regulations for Food Processors,” “General Microbiology and Food Safety,” “Best Practices for Safe Production of Foods,” “Food Processing Technology,” “Food Testing Laboratories,” “Equipment and Packaging Resources,” “Direct Marketing Opportunities and Farm Alternatives,” “University Assistance Centers for Food Entrepreneurs.” ❸
http://foodsafety.cas.psu.edu/processor/ent_res_text2.htm

STATpub.com. STAT Communications, Ltd. “Market intelligence for the world’s agriculture industry since 1988.” Canadian and international commodity/market reports and news service by topic including “organic.” Full access is by paid subscription. ❷
<http://www.statpub.com/>

❶ Directories and Trading Sites	❷ Searchable Databases	❸ Cyberguides/Web Portals	❹ Bibliographies & Publishers Catalogs	❺ Trade & Marketing Event Calendars
------------------------------------	------------------------	---------------------------	---	--

What Information and Funding Resources are Available for Small Businesses? (RIC's Small Business FAQ) Rural Information Center, USDA National Agricultural Library, 2002. ③
<http://www.nal.usda.gov/ric/faqs/busnsfaq.htm>

What Financial Resources are Available to Assist Small Farms? (RIC's Small Farm FAQ) Rural Information Center, USDA National Agricultural Library, 2002. ③
<http://www.nal.usda.gov/ric/faqs/farmfaq.htm>

Agribusiness and Economic Research

See also: [Chapter V](#), *Other National and International Data Sources*

AGECON Search - Research in Agricultural and Applied Economics. University of Minnesota Magrath Library and the Department of Applied Economics. “Full text copies of scholarly research in the broadly defined field of agricultural economics including sub disciplines such as agribusiness, food supply, natural resource economics, environmental economics, policy issues, agricultural trade, and economic development.” Full text papers are available in PDF format. ②
<http://agecon.lib.umn.edu/>

Agriculture Network Information Center (AgNIC): Guide to Economics on the Internet. University of Minnesota, McGrath Library. Cyberguide to reference and statistical resources online. ③
<http://agecon.lib.umn.edu/AgNIC/>

AGRICOLA (AGRICultural OnLine Access). National Agricultural Library (NAL). Two searchable bibliographic databases, one indexing book titles, and one indexing journal articles, covering agricultural topics. Emphasis is on USDA, Experiment Station, and U.S. journal articles. Bibliographic citations only, some with abstracts. ②
<http://agricola.nal.usda.gov/>

Food Marketing and Processing (FoodMAP). North Central Initiative for Small Farm Profitability. “A clearinghouse of research reports, case studies, and other industry specific articles and links relating to value-added market opportunities for farmers and ranchers in the Midwest.” ②
<http://www.foodmap.unl.edu/>

MarketResearch.com. Searchable online catalog of thousands of marketing reports from 350 publishers worldwide; each listing includes report description and abstract. Search for organic food 2003 reports 2/04 retrieved 156 items. ②
<http://www.marketresearch.com>

Organic Farming and Marketing: Publications from USDA, compiled by Mary Gold. Alternative Farming Systems Information Center, National Agricultural Library, 2003. Bibliography of documents published by U.S. Department of Agriculture Agencies, 1992-2003. Includes links for publications available online. ④
http://www.nal.usda.gov/afsic/AFSIC_pubs/orgusda.htm

Organic Foods: Markets and Marketing, compiled by Mary Gold. Alternative Farming Systems Information Center, National Agricultural Library, 2001. Bibliography of “Recent Books, Articles, News Items, Reports, and Videos.” ④
http://www.nal.usda.gov/afsic/AFSIC_pubs/orgmrkt.htm

The Organic Literature Library. Organic Centre Wales, Institute for Rural Studies, Llanbadarn Campus, Aberystwyth. Searchable catalog of about 1000 book titles. Also includes “Markets” resources/links with emphasis on Wales/UK. ❷

<http://www.organic.aber.ac.uk/lib.shtml>

Organic-research.com - Abstracts Database. CABI Publishing. Records for over 110,000 abstracted research papers and articles. The database is constantly updated by specialists, and has fully searchable records dating from 1973. Search on “markets/marketing” by Subject 2/04 retrieved 1017 citations. Full access is by paid subscription. ❷

<http://www.organic-research.com/>

Sustainable Agriculture Research and Education (SARE), National Projects Database. Titles, descriptions, dollar amount, years, and investigator information pertinent to all previously and currently funded SARE projects (almost 2000 since 1988) including many that pertain to organic topics. Project abstracts include contact information for investigators. Search on “organic” and “marketing” 2/04 retrieved 155 projects. ❷

<http://www.sare.org/projects/>

Market Outlets, Brokers and Suppliers

All Organic Links: The Global Resource for Organic Information. Online listings include “Brokers,” “Consultants,” “Distributors,” “Eco Marketplaces,” “Growers,” “Importers and Exporters,” “Ingredient Suppliers and Manufacturers,” “Supplies and Services,” and “USDA Accredited Certifying Agents.” ❶ ❸

<http://www.allorganiclinks.com/>

American Homestead Foods Family Project. American Pasturage, Inc. Searchable site providing growers and consumers a means to find each other, and that provides farmers an “American Homestead Foods Certified” label. ❶ ❷

<http://www.homesteadfoods.com/>

The Artichoke Trail: A Guide to Vegetarian Restaurants, Organic Food Stores and Farmers' Markets in the U. S., by James B. Frost. Hunter Publishing, 1999. 448p. [Availability information: Hunter Publishing, 80 Northfield Avenue, Building 424, Edison NJ 08837, phone 732-225-1900 or 800-255-0343 (toll free); or ebooks.com, <http://www.ebooks.com/books/112415.smm>] ❶

CommunityFood.com. “CommunityFood.com has been developed by the Community Alliances of Interdependent AgriCulture (CAIA) in partnership with the non-profit organization, Food Routes Network, to provide an affordable, practical presence for products created by community-friendly food businesses and family-farm operations.” Site includes resource links and classifieds. ❶ ❷

<http://www.communityfood.com/>

Co-op America's Green Pages Online. “Search for over 25,000 products and services from 2,000 green companies.” Searchable by state, keyword and category; includes organic. Also available in print format. ❶ ❷

❶ ❷

<http://www.greenpages.org/>

❶ Directories and Trading Sites	❷ Searchable Databases	❸ Cyberguides/Web Portals	❹ Bibliographies & Publishers Catalogs	❺ Trade & Marketing Event Calendars
------------------------------------	------------------------	---------------------------	---	--

The Directory of the Canning, Freezing, Preserving Industries. E.E Judge Publishing, published annually. Includes detailed company information on “Canners,” “Glasspackers,” “Aseptic Packers,” “Freezers,” “Driers/Dehydrators,” a “Trade Association List,” and a “Detailed Product Index.” Also available in CDROM format. [Availability information and abstract: <http://www.eejudge.com/deluxe.html>] ❶

The Eat Well Guide. Institute for Agriculture and Trade Policy (IATP)/Global Resource Action Center for the Environment (GRACE). Searchable database “designed to help consumers locate sustainably raised meats, eggs, and dairy in their local area, or by online order if there are few local options.” ❶ ❷
<http://www.eatwellguide.org/search.cfm>

Eco-Market Database. GaiaOne Knowledge Systems (Canada). “A Network for Farmers, Gardeners, Consumers & Industry Professionals.” Searchable database includes organic produce, products and services. ❶ ❷
<http://www.gks.com/>

Farmer's Market Online. Provides “‘booth space’ for growers, producers and artisans selling direct to the consumer...our purpose is to provide a space where shoppers from around the world can meet, correspond and purchase products direct from producers.” ❶ ❷
<http://www.farmersmarketonline.com/>

Food Master. Business News Publishing, published annually. Two directories: “Ingredients, R & D and Services;” “Equipment Supplies and Service.” Also available in print format. See also *Wellness & Organic Ingredients Directory* below. ❶
<http://www.foodmaster.com>

The Food Trades Directory of the UK & Europe. Hemming Information Services (UK). Three volumes cover: “food suppliers, manufacturers, retailers, wholesalers, with a separate volume devoted to Industry details, including plant and equipment suppliers, storage handling and distribution and packaging companies. The European volume provides coverage of 29 countries.” Also available online; full access is by paid subscription. [Availability information and abstract only: <http://www.foodtrades.co.uk>] ❶ ❷

GreenPeople. Consumer-oriented “searchable database of eco-friendly products: organic food, pet supplies, baby products, beauty products, home improvement, hemp, organic cotton, health products, recycled products.” ❶ ❷
<http://www.greenpeople.org/>

Health Products Business Raw Materials Directory and Health Products Business Purchasing Guide. Cygnus Business Media. Two searchable online directories cover suppliers of organic ingredients and organic/green products. Also available as annual print supplements. ❶
<http://www.healthproductsbusiness.com/>

International Organic Cotton Directory. PAN Germany, PAN North America, PAN-UK and Organic Trade Association. Directory listing by product or by business type including “Wholesalers/Distributors,” “Retail Stores,” and “Importers/Exporters.” ❶
<http://www.organiccottondirectory.net/>

Links Organic: Find an Organic Business. Links Organic. Search international listings, or browse by category, including “Associations” and “Brokers.” Site also provides *LINK*, a free monthly email update service. ❶ ❷

<http://www.linksorganic.com/uk/>

Local Harvest. Search, via clickable map, product category or ZIP code, over 6000 member businesses and organizations to “find local sources of sustainably grown food.” Site also includes a newsletter, reports, and local food events calendar. ❶ ❷

<http://www.LocalHarvest.org/>

Marketing Guidebook: The Blue Book of Supermarket Distribution. Trade Dimensions International, published annually, with quarterly updates. “Lists over 800 retailer chains and wholesalers in the U.S. and Canada plus over 1,700 specialty distributors and brokers.” Affiliated with *Progressive Grocer* magazine. [Availability information and abstract only: http://www.tradedimensions.com/prod_g40.asp] ❶ ❷

National Directory of Farmers Markets. USDA Agricultural Marketing Service. Detailed listings for hundreds of U.S. farmers’ markets, arranged by state. ❶ ❷

<http://www.ams.usda.gov/farmersmarkets/map.htm>

Natural Foods Merchandiser Annual Resource Guide for the Natural Products Industry, 2003. Natural Foods Merchandiser, December 2002. Categories include: “Manufacturers;” “Manufacturers by Category;” “Distributors;” “Brokers;” “Branded Ingredients;” “Advertising Agencies/Public Relations Firms;” “Importers/Exporters;” “Media Companies;” “Service Companies;” “Trade Associations & Nonprofit Organizations.” ❶ ❷

http://www.newhope.com/nfm-online/nfm_backs/dec_02/index.cfm

Naturabella.com. Buy, sell, or advertise via this “European exchange for the organic product industry.” ❶ ❷

<http://www.naturabella.it/index.php3.en>

The Non-GMO Sourcebook. Writing Solutions, Inc., published annually. The 2004 *Non-GMO Sourcebook* features over 430 non-GMO suppliers and service providers, including: “Seed companies,” “Growers,” “Grain exporters,” “Processors,” “Ingredient manufacturers,” “Food manufacturers,” “GMO testing labs,” “GMO test kit manufacturers” and “Preservation consultants.” See also *The Non-GMO Source* monthly newsletter listed in Chapter V. [Availability information and abstract:

<http://www.non-gmosource.com/>] ❶

NPICenter.com. Nutritional & Natural Products Industry Center provides “access to business-related Web content, news, and services...listings for over 13000 companies in the industry, and several thousand pages of content and links to key resources for the sector from around the world.” ❶ ❷

<http://www.npicenter.com/>

OpenAir-Market Net: The World Wide Guide to Farmers' Markets, Street Markets, Flea Markets and Street Vendors. ❶ ❷

<http://www.openair.org/>

❶ Directories and Trading Sites	❷ Searchable Databases	❸ Cyberguides/Web Portals	❹ Bibliographies & Publishers Catalogs	❺ Trade & Marketing Event Calendars
------------------------------------	------------------------	---------------------------	---	--

Organic & Natural Business/Organic Trade Services MarketPlace. UK organic industry portal providing international industry news; a “Marketplace” directory listing suppliers, customers, certification bodies and service providers; an email newsletter; and jobs listings. See also *Organic Newslines Ezine* listing in Chapter V. ❶
<http://www.organicts.com/index.html>

The Organic Directory: Your Guide to Organic Buying, edited by Clive Litchfield. Soil Association and Green Books, 2003. “Retailers, box schemes, farm shops, manufacturers, restaurants” in the UK. Also searchable online. ❶ ❷ <http://www.soilassociation.org/SA/directory.nsf/>

Organic Export Directory Online. Organic Trade Association. “Using this online directory you can search for U.S. exporters of U.S. organic products.” Made available in cooperation with the U.S. Department of Agriculture, Foreign Agricultural Service. Also available in French, German, Spanish, Japanese, and Korean. ❶ ❷
http://www.ota.com/online%20directory/ed_home.htm

The Organic Pages Online: North American Resource Directory. Organic Trade Association. “Search for organic food ingredients, drill down to specific ingredient names, post or view organic ingredients needed.” ❶ ❷
<http://www.ota.com/online%20directory/Directory%20nest.htm>

Organixchange. “Organixchange brings together the producers and distributors of organic goods and products. Buyers find source product to fill their distribution channels. Sellers gain access to wide sales and distribution channels.” ❶ ❷
<http://www.organixchange.com/>

The Packer Produce Availability & Merchandising Guide. The Packer magazine. “buyer's guide to sources of fruits, vegetables and specialty items. It also is a retail merchandising and foodservice guide, providing relevant information for produce handling, storage and use.” “Organics” is included as a separate commodity. Available online or in print. ❶ ❷
<http://www.thepacker.com/TheGuide/TheGuide-about.asp>

Plunkett's Food Industry Almanac. Plunkett, 2003. 466p. Covers industry overview, industry analysis and market research reports as well as statistical tables, a food industry glossary, industry contacts and indexes. [Information and abstract: http://www.plunkettresearch.com/food/food_almanac.htm] ❶

Thomas Food & Beverage Marketplace. Grey House Publishing. “Information on over 40,000 Food and Beverage companies, products, key executives, corporate, facility information, and more.” Full access is by paid subscription; also available as a print 3 volume set or as a CDROM. ❶
<http://www.tfir.com/>

U.S. Supplier List. USDA Foreign Agricultural Service. “The U.S. Supplier List provides foreign buyers with contact information of qualified U.S. suppliers of food, farm, seafood and forest products.” Search options include “Certified Organic” and “Natural Food/Non-Certified Organic.” ❶ ❷
<http://www.fas.usda.gov/scripts/agexport/ussupplierquery.asp>

Upper Midwest Organic Resource Directory. Midwest Organic & Sustainable Education Services (MOSES), 2003. “The Directory identifies resource groups, certification agencies, consultants, suppliers, farmer co-ops, processors and publications in seven states: Illinois, Iowa, Michigan, Minnesota, North

Dakota, South Dakota and Wisconsin.” Also available in print format. Midwest Organic & Sustainable Education Services (MOSES). ❶

<http://www.mosesorganic.org/umord/umordntro.htm>

Wellness & Organic Ingredients Directory. Prepared Foods. Extensive “online listing of nutraceutical, functional, and organic ingredients, as well as, listings of suppliers for the natural products industry.” Also available as a magazine supplement in *Prepared Foods* magazine, December issue. See [listing](#) in Chapter V. ❶ ❷

http://www.nutrasolutions.com/FILES/HTML/NS_Wellness_Directory/0,6984,,00.html

Whole Foods: The Natural Foods Business Journal. Annual Source Book. *Source Book* is published in May as part of the journal subscription. [Availability information: WFC, Inc., 3000 Hadley Road, South Plainfield NJ 07080, phone 908-769-1160, email info@wfcinc.com

<http://www.wfcinc.com/index.htm>] ❶

World Food Marketing Directory. Euromonitor International, published annually. Content includes “profiles of the leading food companies world-wide, together with authoritative market analysis on the industry from acknowledged experts, sources to consult for further information, and a comprehensive statistical datafile.”

[Availability information: http://www.euromonitor.com/report_summary.asp?rcode=all&s=deep&docid=d1972] ❶

Online informational brochure only: http://www.euromonitor.com/pdf/WFMD02_i.pdf

WorldFoodNet. Resources for the “international food processing and supply industry” including an online suppliers directory and buyers guide, news updates and event calendar, and *FSAlite*, a demonstration version of an extensive database of food journals, books, conference proceedings, etc., produced for paid subscribers by the International Food Information Service (IFIS). ❶ ❷

<http://www.worldfoodnet.com/>

Commodity Price Indexes

Market News Reports. USDA Agricultural Marketing Service. ❶

Dairy

<http://www.ams.usda.gov/dairy/mnacs/index.htm>

Fruit and Vegetable. “Information on the current supply, demand and prices on nearly 400 domestic and 70 international fruits, vegetables, nuts, ornamental and specialty crops. The data is collected during face-to-face interviews and telephone conversations with salespersons, brokers and buyers, and the information is analyzed and consolidated into fruit and vegetable market news reports that provide an unbiased view of market conditions.” **Some organic products are included in selected city Terminal Market Vegetable reports**

city Terminal Market Vegetable reports

<http://www.ams.usda.gov/fv/mnacs/>

Livestock and Grain

<http://www.ams.usda.gov/lsg/mnacs/index.htm>

❶ Directories and Trading Sites	❷ Searchable Databases	❸ Cyberguides/Web Portals	❹ Bibliographies & Publishers Catalogs	❺ Trade & Marketing Event Calendars
------------------------------------	------------------------	---------------------------	---	--

Poultry and Eggs

<http://www.ams.usda.gov/poultry/mncs/index.htm>

Terminal Market Herb Report

<http://www.ams.usda.gov/fv/mncs/termherb.htm>

Weekly Certified Organic Poultry and Eggs. New report from USDA/AMS Poultry Programs, Market News Branch, Atlanta, GA, posted weekly.

http://www.ams.usda.gov/mnreports/aj_PY050.txt

Organic Price Index (OPX). New Farm, updated weekly. “A comparison of terminal market, other wholesale and selected large-scale retail prices for organic and conventional foods and sustainably raised meats.” ❶

<http://www.newfarm.org/opx/index.shtml>

Organic Wholesale Prices Data. USDA Economic Research Service (ERS). Six tables in the organic wholesale price database (for selected commodities, and derived from Boston and San Francisco Terminal Market Reports, 1992-2002) are downloadable in two different formats. ❶

<http://www.ers.usda.gov/Data/OrganicPrices/>

Prices for Organic and Conventional Food in Canada. Organic Agriculture Centre of Canada. Twice-monthly updates. ❶

http://www.organiccentre.ca/ResearchDatabase/res_market_info.html

Recent British Columbia Wholesale Prices for Organic Fruit and Vegetables. Rural Capacity Building Through Organic Agriculture (RCBTOA) Project, British Columbia Certified Organic Program. Searchable list of recent British Columbia market prices and pricing trends for organic produce. ❶

<http://www.certifiedorganic.bc.ca/rcbtoa/services/prices.html>

See also: ***Growing for Market*** and ***Organic Business News Weekly Commodity Price Report*** in Chapter V, Industry Data Sources: *Business/Trade Journals, Magazines, and Newsletters* section.

Food Science

EAFUS: A Food Additive Database. U.S. Food and Drug Administration (FDA) Center for Food Safety and Applied Nutrition (CFSAN). Information on “over 2000 substances directly added to food, including substances regulated by the U.S. Food and Drug Administration (FDA) as direct, ‘secondary’ direct, and color additives, and Generally Recognized As Safe (GRAS) and prior-sanctioned substances.”

(“Everything” Added to Food in the United States = EAFUS) ❷

<http://vm.cfsan.fda.gov/~dms/eafus.html>

Food Industry Research Center (FIRC). “Comprehensive, searchable archive that includes print and online content from seven of the industry's leading food publications.” Full access is by paid subscription. ❷

http://www.grocerynetwork.com/grocerynetwork/firc_new/index.jsp

Food Science and Technology Abstracts (FSTA). International Food Information Service (IFIS) Over 640,000 references; “annual updates add approximately 18,000 references per year. FSTA covers all areas of food science, food technology, and human nutrition, including basic food science, biotechnology, toxicology, packaging, and engineering.” Full access is by paid subscription. ❷
<http://www.foodsciencecentral.com/>

Food Science Central. IFIS Publishing. Provides access to various IFIS resources including *FSTA - Food Science and Technology Abstracts*® database (cited above) and an *Information Alerts* service (both fee-based) and to a free, searchable database of over 2800 “editorially assessed” Web sites. ❸
<http://www.foodsciencecentral.com/>

Industrial and Applied Microbiology Abstracts (Microbiology A). Cambridge Scientific Abstracts. “Covers practical microbiological applications in the field of agricultural, food and beverage, chemical, and pharmaceutical industries. It includes such topics as antibiotic and antimicrobial agents, contamination, ripening, and fermentation process for foods, wines and beer...” Full access is by paid subscription. ❷
<http://www.csa.com/csa/ids/ids-main.shtml>

Institute of Food Science and Technology (IFST). UK professional organization publishes guides, monographs, FAQs, position papers and more. ❷ ❸
<http://www.ifst.org/>

Institute of Food Technologists (IFT), Meetings and Expositions. ❹
<http://www.ift.org/cms/?pid=1000127>

Organically Produced Foods: Nutritive Content, compiled by Mary Gold. (Special Reference Briefs Series, 2000-03) Alternative Farming Systems Information Center, National Agricultural Library, 2000. Bibliography documenting research on vitamin and mineral content, as well as related chemical constituents in organically grown foods. ❹
http://www.nal.usda.gov/afsic/AFSIC_pubs/srb0003.htm



Organic Agricultural Products: Marketing & Trade Resources **V. Industry Data Sources**

About this section

This section focuses on sources of market data - journals and magazines, marketing research organizations and agencies, as well as suppliers of demographic data relevant to marketing enterprises. Descriptions in quotation marks are descriptions taken directly from the source's Web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.

Online sites and documents are emphasized in these listings. Access to information in this section ranges from free online newsletters to print research reports costing thousands of dollars. Availability information is noted.

Many of the sources listed here are not specific to organic production and handling; however, they do contain information about food marketing and trading enterprises that organic marketers will find helpful. **Underlined titles are organic- and/or natural food-specific.**

Related Chapters in this Publication

Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Market and Consumer Studies; Support Organizations.

Section headings

[Selected Business/Trade Journals, Magazines, and Newsletters](#)
[Market Research and Consulting Firms Involved with Natural, Organic and Niche Food Products](#)
[U.S. Department of Agriculture - Market Data Sources](#)
 Organic-specific Commodity and Marketing Data
 Selected General Commodity and Food Market Data
[Other National and International Data Sources](#)
[Selected Trade Shows](#)

Selected Business/Trade Journals, Magazines and Newsletters

Acres U.S.A. - The Magazine of Organic and Sustainable Agriculture [print, monthly]

Acres U.S.A., P.O. Box 91299, Austin, Texas 78709-1299

phone 800-355-5313 (toll free) or 512-892-4400, fax 512-892-4448, email: orders@acresusa.com

<http://www.acresusa.com/magazines/magazine.htm>

AgVentures [print, 6/year]

Schatz Publishing Group, 11950 W. Highland Avenue, Blackwell OK 74631

phone 580-628-4551, fax 580-628-2011, email: AgVentures@aol.com

As of Feb. 2004, no new subscriptions are being accepted - publication will cease sometime in 2005.

Back issues are still available; contact the publisher for information.

American Journal of Alternative Agriculture See: [Renewable Agriculture and Food Systems](#), below.

American Small Farm [print, monthly]

267 Broad Street, Westerville OH 43081

phone 614-895-3755, fax 614-895-3757, email: martismith@smallfarm.com

<http://www.smallfarm.com/>

Asia and Middle East Food Trade [print, 4/year]

J. Latka Verlag GmbH, Heilsbachstrasse 32, D-53123 Bonn, Germany

phone +49 228 91932-0, fax +49 228 91932-17, email: info@ameft.de

<http://www.ameft.de/>

Asia Pacific Food Industry (English edition) [print and online, monthly]

AP Food Industry Publications, Eastern Trade Media Pte. Ltd., 8 Lorong Bakar Batu, #07-12, Singapore 348743

phone +65 743 6003, fax +65 842 2301/844 1863

<http://www.apfoodonline.com/>

BioFach Newsletter [online (free), bi-monthly] Online newsletter of the trade fair, BioFach...covers

“trends, new developments and facts concerning the ecological market.”

NürnbergMesse GmbH, Messezentrum, 90471 Nürnberg Germany

phone +49 (0) 9 11 86 06-0, fax +49 (0) 9 11 86 06-82 28

<http://www.biofach.de/main/d3zq3jg8/d6szfm8q/page.html>

California Certified Organic Farmers Magazine [print and online (free), quarterly]

CCOF, 1115 Mission Street, Santa Cruz CA 95060

phone 831-423-2263 or 1-888-423-2263 (toll free), fax 831-423-4528

<http://www.ccof.org/ccofoundation/magazine.php>

The Communicator (Organic Crop Improvement Association) [print and online (free), quarterly]

OCIA International, 6400 Cornhusker, Suite 125, Lincoln NE 68507

phone 402-477-2323, fax 402-477-4325, email: info@ocia.org

<http://www.ocia.org/members/index.asp>

The Community Farm [print and online, quarterly]

Jim Sluyter and Joe Meller, The Community Farm, 3480 Potter Road, Bear Lake MN 49614

email: csafarm@jackpine.com

<http://tcf.itgo.com/>

Cooperative Grocer [print and online, bi-monthly]
Dave Gutknecht, editor, P.O. Box 597, Athens OH 45701
phone 800-878-7333 (toll free) or 740-592-1912, fax 740-594-4504, email:
dave@cooperativegrocer.coop
<http://www.cooperativegrocer.coop/>

EU Food Law [print and online, weekly]
Agra Europe (London) Ltd., 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK
phone +44 01892 533813, fax +44 01892 544895, email: info@agra-europe.com
<http://www.agra-net.com/NASApp/cs/ContentServer?pagename=agra/puboptions&PageName=menu&pubId=ag008>

Food Distribution Magazine [print, monthly]
Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton FL 33481-0955
phone 561-447-0810, fax 561-368-9125

Food Industry News [print and online, monthly]
Foodservice Publishing Co, Inc., O'Hare Office Center, 3166 South River Road, Suite 40, Des Plaines IL 60018-4204
phone 847-699-3300, fax 847-699-3307, email: info@foodindustrynews.com
<http://www.foodindustrynews.com/>

Food Industry Newsletter: All the Food News That Matters [print, 26/year]
Newsletters, Inc., P.O. Box 342730, Bethesda MD 20827-2730
phone 301-469-8507, fax 301-469-7271, email: foodltr@aol.com

The Food Institute Report [print and online, weekly]
One Broadway, Elmwood Park NJ 07407
phone 201-791-5570, fax 201-791-5222, email: info@foodinstitute.com
<http://www.foodinstitute.com/>

Food Marketing and Technology [print, bi-monthly]
Dr. Harnisch, Verlags GmbH, Blumenstrasse 15 - 90402 Nürnberg, 90402, Germany
phone +49 911 20 18 0, fax +49 911 20 10 100, email: food@harnisch.com
http://www.harnisch.com/magazin_view_harnisch.htm

Food Processing [print and online, monthly] Subscription includes issues of *Wellness Foods* magazine; both titles are free to qualified professionals.
Putnam Media, Inc., 555 W. Pierce Road, Suite 301, Itasca IL 60143
phone 630-467-1300, fax 630-467-1179
<http://www.foodprocessing.com>

Food Technology [print and online, monthly]
Institute of Food Technologists, 525 West Van Buren, Suite 1000, Chicago IL 60607
phone 312-782-8424, fax 312-782-8348, email: info@ift.org
<http://www.ift.org/cms/?pid=1000337>

Foodnews [online, weekly]

Agra Europe (London) Ltd., 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK

phone +44 01892 533813; Fax: +44 01892 544895, email: info@agra-europe.com

<http://www.agra-net.com/NASApp/cs/ContentServer?pagename=agra/puboptions&PageName=menu&pubId=ag005>

Frozen Food Age [print and online (free), monthly]

phone 646-654-7590, email: Cwestman@Frozenfoodage.com

<http://www.frozenfoodage.com/>

Gourmet News [print and online, monthly] Free to qualified subscribers; Web site includes resources directory and buyers' guide.

United Publications, 106 Lafayette Street, P.O. Box 995, Yarmouth ME 04096

phone 207-846-0600, fax 207-846-0657, email: info@gourmetnews.com

<http://www.gourmetnews.com/>

The Gourmet Retailer [print, monthly]

3301 Ponce de Leon Boulevard, Suite 300, Coral Gables FL 33134

phone 1-847-763-9050, fax 1-847-763-9037, email: go@halldata.com

<http://www.gourmetretailer.com/gourmetretailer/index.jsp>

GreenMoney Journal [print and online, bi-monthly]

P.O. Box 67, Santa Fe NM 87504

phone 504-988-7423 or 800-849-8751 (toll free), email: info@greenmoneyjournal.com

<http://www.greenmoneyjournal.com/>

Growing for Market: News and Ideas for Market Gardeners [print, monthly] Each issue includes brief monthly organic produce price report. Index to past articles available at:

<http://www.growingformarket.com/articles.html>

Fairplain Publications, P.O. Box 3747, Lawrence KS 66046

phone 785-748-0605 or 800-307-8949 (toll free), fax 785-748-0609, email:

growing4market@earthlink.net

<http://www.growingformarket.com/gfm.html>

Health Products Business: The Business Publication of the Natural Foods Industry [print and online, monthly] Subscription includes annual publication: *Purchasing Guide*.

Cygnus Business Media, 445 Broad Hollow Road, Suite 21, Melville NY 11747-3601

phone 631-845-2700, fax 631-845-7109

<http://www.healthproductsbusiness.com>

The Inspectors' Report [print and online (free), quarterly]

Independent Organic Inspectors Association (IOIA), P.O. Box 6, Broadus MT 50317-0006

phone 406-436-2031, email: ioia@ioia.net

<http://www.ioia.net>

Journal of Food Products Marketing [print, quarterly]

Haworth Press, Inc., Food Products Press, 10 Alice Street, Binghamton NY 13904-1580

phone 607-722-5857 or 800-429-6784 (toll free), email: getinfo@haworthpressinc.com

<http://www.haworthpressinc.com/store/product.asp?sku=J038>

Journal of International Food and Agribusiness Marketing [print, quarterly]
Haworth Press, Inc., Food Products Press, 10 Alice Street, Binghamton NY 13904-1580
phone 607-722-5857 or 800-429-6784 (toll free), email: getinfo@haworthpressinc.com
<http://www.haworthpress.com/store/product.asp?sku=J047>

Just-food.com: Business Knowledge Providers [online, daily] Also provides access to research reports and features.
Just-food.com, c/o Aroq Ltd., Seneca House, Buntsford Park Road, Bromsgrove, Worcs, B60 3DX, UK.
phone +44 (0)1527 573600 or 011-800-1234-JUST (5878) (toll free from US/Canada), fax: +44 (0)1527 577423, email: info@aroq.com
<http://www.just-food.com/index.asp?c=1>

Lohas Journal: Lifestyles of Health and Sustainability [print and online, quarterly]
Lohas Journal Weekly [online, weekly]
Natural Business Communications, 360 Interlocken Boulevard, Suite 350, Broomfield CO 80021
phone 303-442-8983, fax 303-440-7741, email: info@LohasJournal.com
<http://www.LohasJournal.com>

Natural Foods Merchandiser: New Ideas, Trends, Products for the Natural and Organic Foods Industry [print and online (free), monthly] Free to qualified subscribers.
New Hope Natural Media, 1401 Pearl Street, Boulder CO 80302
phone 888-721-4321 (toll-free), fax 303-939-9886, email: publications@newhope.com
<http://www.naturalfoodsmerchandiser.com/ASP/home.asp>

Natural Products Industry Insider [print and online (free), monthly] Email newsletter and additional services available via Web site.
Virgo Publishing, P.O. Box 40079, Phoenix AZ 85067-0079
phone 480-990-1101, fax 480-990-0819, email: peggyj@vpico.com
<http://www.naturalproductsinsider.com/>

NewFarm.org Newsletter [online, monthly] Text and interactive articles on organic production and marketing.
<http://www.newfarm.org/archive/newsletters.shtml>

New Nutrition Business [print and online, 11/year] Web site includes a “fully-searchable database of information on companies, markets, products, regulation and nutrition news.”
Centre for Food & Health Studies, Crown House, 72 Hammersmith Road, London W14 8TH, UK
phone +00 44 (0)20 7533 6598, fax +00 44 (0)207533 6600, email: miranda.mills@new-nutrition.com
<http://www.new-nutrition.com/>

The Non-GMO Source [print and online, monthly]
Writing Solutions, Inc., P.O. Box 436, 304 West Kirkwood Avenue, Suite #7, Fairfield IA 52556
phone 800-854-0586 (toll free) or 641-472-1491, email: ken@non-gmosource.com
<http://www.non-gmosource.com/>

Nutrition Business Journal [print and online, monthly]
Nutrition Business International, Inc., 4452 Park Boulevard, Suite 306, San Diego CA 92116
phone 619-295-7685 ext.13, fax 619-295-5743, email: info@nutritionbusiness.com
<http://www.nutritionbusiness.com>

OMRI Update [print, quarterly]

Organic Materials Review Institute, Box 11558, Eugene OR 97440-3758
phone 541-343-7600, fax 541-343-8971, email: info@omri.org
http://www.omri.org/OMRI_subscribe_info.html

Organic and Natural News [online, irregular] No longer published; back issues/reprints available on request.

Virgo Publishing, Inc., 3300 N. Central Avenue, Phoenix AZ 85012
phone 480-990-1101, fax 480-990-0819, email: onn@vpico.com

Organic Business News: The Voice of the Organic Food Industry [print, monthly]

Hotline Publishing, P.O. Box 161132, Altamonte Springs FL 32716
phone 407-628-1377, fax 407-628-9935
<http://www.hotlineprinting.com/obn.html>

Organic Business News Weekly Commodity Price Report [print, weekly] Available via fax; “listing current farmgate and wholesale prices on over 100 commodities.”

Hotline Publishing, P.O. Box 161132, Altamonte Springs FL 32716-1132
phone 407-628-1377, fax 407-628-9935
<http://www.hotlineprinting.com/obn.html>

Organic Bytes: Organic News Tidbits With an Edge [online (free), bi-monthly]

Organic Consumers Association, 6101 Cliff Estate Rd, Little Marais MN 55614
phone 218-226-4164, fax 218-353-7652
<http://www.organicconsumers.org/organicbytes.htm>

The Organic Harvester [print and online (free), quarterly]

Mountain State Organic Growers and Buyers Association (MSOGBA), 6103 Clevelandtown Road, Boonsboro MD 21713-2728
phone 301-432-4624
<http://www.wvu.edu/~agexten/org&agny/msogba/newsltr.htm>

Organic Newslite Ezine. [online, weekly] UK industry news published in conjunction with Organic & Natural Business in association with Organic Trade Services.

The Old Dairy, Hudson's Farm, Fieldgate Lane, Ugley Green, Essex, CM22 6HJ, UK
email: info@organicTS.com
<http://www.organicTS.com/>

Organic Perspectives [online (free), irregular] “Contains reports on organics from around the world gleaned from U.S. attaché reports, trips made by FAS staff, and other sources.” USDA Foreign Agricultural Service (FAS).

<http://www.fas.usda.gov/agx/organics/organics.html>

The Organic Report [print, monthly] “Member News Magazine of the Organic Trade Association.”

OTA, P.O. Box 547, Greenfield MA 01302
phone 413-774-7511, fax 413-774-6432, email: info@ota.com
<http://www.ota.com/>

The Organic Standard [print (e-mail subscription), monthly] Covers “developments concerning worldwide standards and certification issues.”

Grolink AB, Torfolk, 684 95 Høje, Sweden

phone +46-563-72345, fax +46-563-72066, email: office@organicstandard.com

<http://www.organicstandard.com/>

Organic Trade Services: News/Analysis [online, continuous]

Organic and Natural Business in association with Organic Trade Services.

<http://www.organicsts.com/newspro/newsindex.html>

The Packer [print and online, weekly] Print subscription includes annual publications: *Fresh Trends* (profile of the fresh produce consumer); *Produce Availability & Merchandising Guide*; and *Produce Services Sourcebook*. Archived articles also available.

Vance Publishing Corporation, Produce Division, 10901 W. 84th Terrace, Lenexa KS 66214-0695
phone 913-438-8700, fax 913-438-0691, email: subscription@thepacker.com

<http://www.thepacker.com/>

Prepared Foods [print and online, monthly] Free to qualified subscribers.

Prepared Foods e-NewsWeekly [online, weekly]

Business News Publishing

<http://www.preparedfoods.com/>

Produce Business: The International Business Magazine Serving the Fruit, Vegetable and Floral Industries [print, monthly]

Phoenix Media Network, Inc., P.O. Box 810425, Boca Raton FL 33481-0955

phone 561-447-0810, fax 561-368-9125

Progressive Grocer: The Comprehensive Source for Food Retailers [print and online, monthly]

770 Broadway, New York NY 10003-9595

phone 646-654-7456, fax 646-654-7463, email: Jsummerour@ProgressiveGrocer.com

<http://www.progressivegrocer.com/>

The Provender Journal [print, bi-monthly]

Provender Alliance, 942 Osprey Drive, Umpqua OR 97486

phone 888-352-7431, fax 541-450-0041, email: info@provender.org

<http://www.provender.org/journal.htm>

Renewable Agriculture and Food Systems [print and online, quarterly] Formerly titled *American Journal of Alternative Agriculture*.

CABI Publishing, North America, North American Office, 875 Massachusetts Avenue, 7th Floor, Cambridge MA 02139

phone 800-528-4841 (toll free) or 617-395-4056, fax 617-354-6875, email: cabi-nao@cabi.org

<http://www.cabi-publishing.org/Journals.asp?SubjectArea=&PID=21>

Restaurant Business [online, biweekly]

P.O. Box 1252, Skokie IL 60076-9719

phone 847-763-9050, fax 847-763-9037, email: rb@halldata.com

<http://www.restaurantbiz.com/restaurantbusiness/index.jsp>

Small Farm News [print and online, quarterly]

Small Farm Center, University of California, One Shields Avenue, Davis CA 95616
phone 530-752-8136, email: sfcenter@ucdavis.edu
<http://www.sfc.ucdavis.edu/pubs/SFNews/news.htm>

Small Farm Today [print, 6/year]

3903 W. Ridge Trail Road, Clark MO 65243-9525
phone 573-687-3525 or 800-633-2535 (toll free), fax 573-687-3148, email: smallfarm@socket.net
<http://www.smallfarmtoday.com>

Smart Marketing [online, monthly] Extension newsletter.

Department of Applied Economics and Management, Cornell University
http://aem.cornell.edu/special_programs/hortmgt/smart_marketing/index.htm

Specialty Food Magazine [print and online, monthly] *Specialty Food News*, the daily email update also available. Free to qualified subscribers.

National Association for the Specialty Food Trade, Inc., 120 Wall Street, 27th Floor, New York NY 10005
phone 212-482-6440, fax 212-482-6459
<http://www.specialtyfoodmagazine.com/index.htm>

Stagnito's New Products Magazine: Food and Beverage from Concept to Consumer [print, monthly]

Free to qualified subscribers.

Stagnito Communications, Inc., 155 Pfingsten Road, Suite 205, Deerfield IL 60015
phone 847-205-5660, fax 847-205-5680, email: info@stagnito.com
<http://www.newproductsmag.com/>

The Stockman Grass Farmer: The Grazier's Edge [print, monthly]

Mississippi Valley Publishing Corp., 282 Commerce Park Drive, Ridgeland MS 39157
phone 601-853-1861 or 800-748-9808 (toll free), fax 601-853-8087, email:
SGF@StockmanGrassFarmer.com
<http://www.stockmangrassfarmer.com/sgf/>

Wellness Foods. See *Food Processing Magazine*.

Whole Foods: The Natural Foods Business Journal [print, 13/year] Subscription includes annual publication: *Source Directory*.

WFC, Inc., 3000 Hadley Road, South Plainfield NJ 07080
phone 908-769-1160, fax 908-769-1171, email: info@wfcinc.com
<http://www.wfcinc.com/index.htm>

World Food Law [print, monthly]

Agra Europe (London) Ltd. 80 Calverley Road, Tunbridge Wells, Kent, TN1 2UN, UK
phone +44 0 1892 533813, fax +44 0 1892 544895, email: info@agra-europe.com
<http://www.agra-net.com/NASApp/cs/ContentServer?pagename=agra/puboptions&PageName=menu&puBld=ag05>

World Food Regulation Review [print and online, monthly] Incorporating *International Food Safety News*.

Research Information Ltd., 222 Maylands Avenue, Hemel Hempstead, Herts. HP2 7TD, UK
phone +44 (0)20 8328 2470 & 2471, fax +44 (0)1442 259395, email: info@researchinformation.co.uk
<http://www.researchinformation.co.uk/wfr.php>

The World of Food Science [online, 3/year]

Institute of Food Technologists (IFT) and The International Union of Food Science and Technology (IUFOST), 525 West Van Buren, Suite 1000, Chicago IL 60607
phone 312-782-8424, fax 312-782-8348, email: info@ift.org
<http://209.242.196.24/cms/>

Market Research and Consulting Firms Involved with Natural, Organic and Niche Food Products

This list is representative, not comprehensive. Descriptions in quotation marks are descriptions taken directly from the source's Web site or print publication. No endorsement by the Alternative Farming Systems Information Center is intended.

agAccess Information Services. "Business consulting and market research services for growers and the agribusiness industry, food processing and food marketing companies, commodity associations and agricultural cooperatives."

424 Second Street, Suite B, Davis CA 95616
phone 530-756-0778, fax 530-756-0484, email: ais@ceresgroup.com
<http://www.ceresgroup.com/ais/index.html>

AgriSystems International. "Assist producers and food processors in preparing for organic inspection and certification, organic product labeling and trade regulatory import/export requirements and sourcing."

125 W. 7th Street, Wind Gap PA 18091
phone 610-863-6700, fax 610-863-4622, email: agrisys1@aol.com
www.agrisystemsinternational.com

Agricultural Marketing Resource Center (AgMRC). See [listing](#) in Chapter IV under *General Marketing*. "Value-added businesses and groups can post Requests for Proposals (RFPs) at this location and browse specific consultants or classes of consultants (listed in the *Directory of Value-added Consultants and Service Providers*). You can use this free service by sending AgMRC your RFP."

1111 NSRIC, Iowa State University, Ames IA 50011-3310
phone 866-277-5567 (toll free), fax 515-294-9496, email: agmrc@iastate.edu
<http://www.agmrc.org>

Ascent Marketing. "Supporting Natural, Sustainable and Eco-Tech Products Since 1982"

3043 9th Street, Boulder CO 80304
phone 303-417-9377, fax 303-417-9382, email: ascent@ascentmarketing.com
<http://www.ascentmarketing.com/>

Avatar Marketing, Inc. "Avatar Marketing specializes in building sales on behalf of manufacturers in the natural products, mass market, gourmet, specialty, and gift industries."

7500 West Lake Mead Boulevard, Suite #9-608, Las Vegas NV 89128
phone 702-838-7730, fax 702-838-7736, email: avatar@avatarmarketing.com
<http://www.avatarmarketing.com/>

Bioherb. “Consulting for international organic agriculture and medicinal plants.”
Postfach 1216, D-37202 Witzenhausen, Germany
phone ++49-(0)-5542-6466, fax ++49-(0)-5542-72891, email: info@bioherb.de
http://www.bioherb.de/online/index_e.html

Business Communications Company, Inc. (BCC). “Industry reports, newsletters and conferences...”
Products include: *The Growing Food Testing Business: Pathogens, Pesticides and GMOs* and
Functional/Nutraceutical/Wellness Foods and Beverages.
25 Van Zant Street, Norwalk CT 06855-1781
phone 203-853-4266, fax 203-853-0348, email: info@bccresearch.com
<http://www.buscom.com/food/>

Compass Natural Marketing. “Full-service marketing communications and strategic planning
consulting firm serving natural, organic, sustainable and socially responsible businesses.”
<http://www.compassnaturalmarketing.com/>

Datamonitor. Products include: *United States Baby Food* and *Natural, Vegetarian and Ethical
Consumption*. In addition, *Reuters Business Insight (RBI)* is the name of a series of management reports
that are produced in association with Datamonitor.
U.S. Office: 245 Fifth Avenue, 4th Floor, New York NY 10016
phone 212-686 7400, fax 212-686-2626, email: usinfo@datamonitor.com
<http://www.datamonitor.com/>

Eckert AgriMarketing. “Jane Eckert: AgriTourism Speaker & Direct Farm Marketing Consultant”
8054 Teasdale Avenue, St. Louis MO 63130
phone 314-862-6288, fax: 314-721-0825, email: jane@eckertagrimarketing.com
<http://www.eckertagrimarketing.com/>

Euromonitor. “Provider of global market intelligence, tracking international trends in both consumer and
industrial markets...” Products include: *World Food Marketing Directory*
U.S. Office: 122 South Michigan Avenue, Suite 1200, Chicago IL 60603
phone 312-922-1115, fax 312-922-1157, email: insight@euromonitorintl.com
<http://www.euromonitor.com/>

Frost & Sullivan. “An international marketing consulting and training company...” Products include:
U.S. Soy-Based Meat Alternatives Market and *European Organic Dairy Markets*.
U.S. Office: 7550 West Interstate 10, Suite 400, San Antonio TX 78229-5616 (see Web site for other
U.S. locations)
phone 877-463-7678 (toll-free) or 210-348-1000, fax 888-690-3329
<http://awards.frost.com/prod/servlet/frost-home.pag>

The Hartman Group. “A full-service consulting and market research firm offering a wide range of
services and products focusing on the health and wellness markets...” Products include: *The Organic
Consumer Profile* and *Organic Lifestyle Shopper Study*.
1621 114th Avenue S.E., #105, Bellevue WA 98004

phone 425-452-0818, fax 425-452-9092, email: info@hartman-group.com
<http://www.hartman-group.com/>

HealthFocus International. “Marketing research and consulting firm specializing in consumer health & nutrition trends.”

1140 Hightower Trail, Suite 201, Atlanta GA 30350
phone 770-645-1999, fax 770-518-0630, email: hfocus@bellsouth.net
<http://www.healthfocus.net/mainpage.htm>

Mintel International Group, Ltd. “European, UK-specific, and US consumer intelligence reports...”

Products include *Organic Foods* and *Organic Food and Drink Retailing*.
U.S. Office: 213 W. Institute Place, Suite 208, Chicago IL 60610
phone 312-943-5250, fax 312-932-0469, email: info@mintel.com
<http://reports.mintel.com/sinatra/mintel/about/>

The Natural Marketing Institute (NMI). “Business consulting and market research firm within the world of health and wellness...” Products include: *Opportunity Profile: Consumers Eating Healthy Away-From-Home*, *2002 Organic Consumer Trends Report (OCTR)*, and *The 2003 Health and Wellness Trends Report (HWTR)*.

272 Ruth Road, Harleysville PA 19438
phone 215-513-7300 ext. 216, fax 215-513-1713, email: Joe@NMIsolutions.com
<http://www.nmisolutions.com/>

New Hope Natural Media. Provides “integrated marketing solutions that help companies reach their markets, whether around the corner or around the world...” Publishers of two trade magazines, *Natural Foods Merchandiser* and *Nutrition Business Journal*. Products include: *NBJ's U.S. Organic Food Industry Report 2001* and *Data Chart - Organic & Natural Foods Sales Data*; sponsors natural product expos/trade shows.

1401 Pearl Street, Boulder CO 80302
phone 303-939-8440, fax 303-998-9020, email: customerservice@newhope.com
<http://www.newhope.com/>

Organic Monitor. “Provider of Business Intelligence on the International Organic Food Industry.”

<http://www.organicmonitor.com/>

Organic Trade Association (OTA). “Membership-based business association for the organic industry in North America.” Resources include the *Organic Pages Online*.

P.O. Box 547, Greenfield MA 01302
phone 413-774-7511, fax 413-774-6432, email: info@ota.com
<http://www.ota.com/>

PortiaSun. “Producers: PortiaSun makes markets for small, pro-sustainability orientated producers from around the World. Retailers: PortiaSun aims to put you in contact with quality producers of the products you wish to source.”

Ballinakill, Ballinamult, Via Clonmel, Co. Waterford, Ireland
phone 00 353 (0)87 6595951, email: info@portiasun.org
<http://www.portiasun.org>

Promar International, Inc. “Provide strategic marketing and business consulting to help companies in agri-food and branded food and beverage industries.”

1101 King Street, Suite 444, Alexandria VA 22314

phone 703-739-9090, fax 703-739-9098, email: Promar@promarinternational.com

<http://www.promarinternational.com/index.html>

Sparks Companies, Inc. “Broad-based agricultural and commodity market research, analysis and consulting.” Products include: *Organic Foods in North America: Major Opportunity or Perpetual Niche Market?* and *Food Traceability: Standards and Systems for Tracing and Tracking Food and Agri-Products*.

775 Ridge Lake Boulevard, Suite 400, Memphis TN 38120-9403

phone 901-766-4600, fax 901-766-4470, email: info@sparksco.com

<http://www.sparksco.com/>

SPINS. “Offers a range of sales tracking and consumer information services to meet the needs of current industry participants, as well as companies and individuals seeking new opportunities in this segment.”

Products include: *SPINS/ACNielsen/Natural Product Consumer Insights* and *ACNielsen ScanTrack: SPINS Natural Track*.

118 2nd Street, 3rd Floor, San Francisco CA 94105

phone 415-957-4400, fax 415-957-4401, email: info@SPINS.com

<http://www.spins.com/>

Straus Communications. “Public relations and marketing services for organic products, sustainable agriculture, and environmentally focused organizations and companies.”

28 Second Street, Suite 500, San Francisco CA 94105

phone 415-777-1170, fax 415-777-4045, email: Office@StrausCom.com

<http://www.strauscom.com/>

U.S. Department of Agriculture - Market Data Sources

* Organic-specific Commodity and Marketing Data *

See also: Chapter IV, *Commodity Price Indexes* section and individual USDA-generated reports referenced throughout.

National Organic Program. USDA Agricultural Marketing Service (AMS). Regulatory and certification information and contacts. See also listing in Chapter II, *Federal Laws and Regulations*.

<http://www.ams.usda.gov/nop/>

Organic Products. USDA Foreign Agricultural Service (FAS). Includes selected *Attaché Reports* and *GAIN Reports* from other countries with data on organic markets and production, the *Organic Perspectives* newsletter, and *Organic, Natural and Wellness Products at Natural Products Expo West Anaheim, CA - March 6-9, 2003*.

<http://www.fas.usda.gov/agx/organics/organics.html>

Organic Farming and Marketing Briefing Room. USDA Economic Research Service (ERS). Includes the recent bulletins, *Recent Growth Patterns in the U.S. Organic Foods Market* and *U.S. Organic*

Farming in 2000-2001: Adoption of Certified Systems, The 2002 Farm Bill: Organic Agriculture Provisions, as well as access to data on *Organic Wholesale Prices* and on *Organic Production*.
<http://www.ers.usda.gov/briefing/Organic/>

U.S. Organic Agriculture. (Harmony Between Agriculture and the Environment: Current Issues) USDA Economic Research Service (ERS).
<http://www.ers.usda.gov/emphases/harmony/issues/organic/organic.html>

Sustainable Agriculture Research and Education (SARE) National Projects Database. USDA Cooperative State Research, Education, and Extension Service (CSREES). Searchable database of SARE-funded research projects; relevant data in reports may be found by searching on “organic marketing.” The SARE Web site also includes production and marketing publications and SARE-related contacts.
http://www.sare.org/reporting/report_viewer.asp

✱ Selected General Commodity and Food Market Data ✱

United States Department of Agriculture Economics and Statistics System. Albert R. Mann Library, Cornell University. “The USDA Economics and Statistics System contains nearly 300 reports and datasets from the economics agencies of the U.S. Department of Agriculture. These materials cover U.S. and international agriculture and related topics. Most reports are text files that contain time-sensitive information. Most data sets are in spreadsheet format and include time-series data that are updated yearly.”
<http://usda.mannlib.cornell.edu/>

Selected Commodity and Market Data Sources: USDA Agricultural Marketing Service (AMS)
Homepage <http://www.ams.usda.gov/>

AMS Market News. “Reports include information on prices, volume, quality, condition, and other market data on farm products in specific markets and marketing areas. Reports cover both domestic and international markets.”
<http://www.ams.usda.gov/marketnews.htm>

Fruit & Vegetable Market Reports
<http://www.ams.usda.gov/fv/mmcs/fvwires.htm>

Terminal Market Herb Report
<http://www.ams.usda.gov/fv/mmcs/termherb.htm>

State Marketing Profiles. Organic Agriculture contacts and programs are included for each state.
<http://www.ams.usda.gov/statesummaries/>

Where Can I Get Assistance for my Market Project? USDA Funding programs.
<http://www.ams.usda.gov/directmarketing/funding.htm>

Selected Commodity and Market Data Sources: USDA Economic Research Service (ERS)

Homepage <http://www.ers.usda.gov/>

Agricultural Outlook Magazine. Ceased publication with the December 2002 issue. Archived issues are online. See *Amber Waves* for replacement publication. Outlook statistical indicators that formerly appeared in this magazine continue to be available at

<http://www.ers.usda.gov/publications/Agoutlook/AOTables/>

<http://www.ers.usda.gov/publications/AgOutlook/Archives/>

Amber Waves (magazine)

<http://www.ers.usda.gov/Amberwaves/>

ERS Data. “ERS produces data products in a range of formats, including online databases, spreadsheets, and web files. All products online are available at no charge.” Data sets include: *Retail Scanner Prices for Meat, Commodity Costs and Returns, Organic Production*.

<http://www.ers.usda.gov/Data/>

ERS Subject Specialists Directory

<http://www.ers.usda.gov/AboutERS/specialists/>

Food Consumption Briefing Room

<http://www.ers.usda.gov/briefing/consumption/>

Food CPI, Prices, and Expenditures Briefing Room

<http://www.ers.usda.gov/briefing/CPIFoodAndExpenditures/>

Food Market Structures Briefing Room

<http://www.ers.usda.gov/briefing/foodmarketstructures/>

Food Marketing and Price Spreads

<http://www.ers.usda.gov/briefing/foodpricespreads/>

FoodReview Magazine. Ceased publication with the December 2002 issue. Archived issues are online. See *Amber Waves* for replacement publication.

<http://www.ers.usda.gov/publications/FoodReview/Archives/>

Foreign Agricultural Trade of the United States (FATUS). Database of “200+ commodity groups; 250+ countries and regions; 12 years of data; 950,000 data records.”

<http://www.ers.usda.gov/data/fatus/>

North American Free Trade Agreement (NAFTA) Briefing Room

<http://www.ers.usda.gov/briefing/nafta/>

Outlook Reports. These reports “provide current and prospective information on commodity supply, demand, and price conditions. Annual yearbooks include historical data series on acreage, yield, supply, domestic use, foreign trade, and price and topical articles pertinent to understanding the U.S. and global markets.” Topics include “Aquaculture,” “Cotton and Wool,” “Feed,” “Floriculture and Nursery Crops,” “Fruit and Tree Nuts,” “Livestock, Dairy, and Poultry,” “Oil Crops,” “U.S.

Agricultural Trade,” “Rice, Sugar and Sweeteners,” “Tobacco Outlook,” “Vegetables and Specialties/Melons,” and “Wheat.”

<http://www.ers.usda.gov/publications/outlook/>

Production, Supply, and Distribution (PS&D) Database: by Country, Commodity Supply, and Use Time Series. “Short-term quantity forecast of supply and use by country and by commodity for 62 commodities, excluding fruits and vegetables, and more than 200 countries and regions in the world.”

<http://www.ers.usda.gov/data/psd/>

State Fact Sheets

<http://www.ers.usda.gov/StateFacts/>

Trade Key Topics

<http://www.ers.usda.gov/topics/view.asp?T=104200>

USDA Agricultural Baseline Projections to 2011

<http://www.ers.usda.gov/features/10yearprojection/>

World Trade Organization (WTO) Briefing Room

<http://www.ers.usda.gov/briefing/WTO/>

Selected Commodity and Market Data Sources: USDA Foreign Agricultural Service (FAS)

Homepage <http://www.fas.usda.gov/>

AgExporter Magazine

<http://www.fas.usda.gov/info/agexporter/agexport.html>

Attaché Reports. Includes Global Agricultural Information Network (GAIN) Reports

<http://www.fas.usda.gov/scriptsw/attacherep/default.asp>

Export/Import Statistics for Bulk, Intermediate, and Consumer Oriented (BICO) Foods and Beverages

http://www.fas.usda.gov/scriptsw/bico/bico_frm.asp

Publications and Reports Index

<http://www.fas.usda.gov/info/pubindex/pub-a.html>

Quarterly Reference Guide to World Horticultural Trade

<http://www.fas.usda.gov/http/circular/2003/toc.htm>

Subject Expert Directory

http://www.fas.usda.gov/scriptsw/fassubj/fassubj_frm.asp

Trade Leads

<http://www.fas.usda.gov/agexport/tleadsinfo.html>

U.S. Export Sales Reports

<http://www.fas.usda.gov/export-sales/esrd1.html>

U.S. Trade Internet System
<http://www.fas.usda.gov/ustrade/>

Selected Commodity and Market Data Sources: USDA National Agricultural Statistics Service (NASS)

Homepage <http://www.nass.usda.gov/>

NASS Agricultural Statistics Hotline: 1-800-727-9540

Agricultural Prices Monthly (PAP-BB) <http://jan.mannlib.cornell.edu/reports/nassr/price/pap-bb/>

Census of Agriculture 1997. “The census of agriculture is a complete accounting of United States agricultural production...taken every five years covering the years ending in ‘2’; and ‘7.’” **The 2002 Census will include organic-specific data pertaining to acreage and commodities sold. Scheduled release date for initial 2002 data was February 2004.**
<http://www.nass.usda.gov/census/>

1998 Census of Horticultural Specialties
<http://www.nass.usda.gov/census/census97/horticulture/horticulture.htm>

Commodity Specialist Search
<http://www.usda.gov/nass/nassinfo/speccomm.htm>

Directory of State Offices and Reports
<http://www.usda.gov/nass/sso-rpts.htm>

Index of Estimates “...estimates of agricultural commodities and related items.”
<http://www.usda.gov/nass/pubs/estindx1.htm>

Products and Services
<http://www.usda.gov/nass/pubs/catalog.htm>

Reports by Commodity
<http://www.usda.gov/nass/pubs/estindx.htm>

Trends in Agriculture Report
<http://www.usda.gov/nass/pubs/trends/index.htm>

Selected Commodity and Marketing Sources: USDA World Agricultural Outlook Board (WOAB)

Homepage <http://www.usda.gov/oce/waob/>

USDA Agricultural Outlook Forum. Documents from 1998 through 2003 conferences.
<http://www.usda.gov/oce/waob/index.htm>

World Agricultural Supply and Demand Estimates Report
<http://www.usda.gov/oce/waob/wasde/wasde.htm>

Other National and International Data Sources

See also: [Chapter IV](#), *Agribusiness and Economic Research*

Ameristat. Population Reference Bureau. “One-stop source for U.S. population data”

<http://www.ameristat.org/>

Consumer Goods Industries. Office of Consumer Goods (OCG), Trade Development Unit, International Trade Administration. Contains current and archived “Import Sources” and “Export Destinations” statistics for various processed foods and beverages along with Census and industry outlook reports, and a trade events calendar.

<http://www.ita.doc.gov/td/ocg/>

EconData.net. “1,000 links to socioeconomic data sources, arranged by subject and provider, pointers to the Web's premiere data collections, and our own list of the ten best sites for finding regional economic data.”

<http://www.econdata.net/>

Eurostat - Statistical Office of the European Communities

<http://europa.eu.int/comm/eurostat/>

FAOSTAT - Food & Agriculture Organization, United Nations. Includes “Agricultural Production,” “Agricultural Production Indices,” “Agriculture & Food Trade,” “Crops & Livestock,” “Trade Indices,” “Commodity Balances,” “Food Supply,” “Food Balance Sheets,” “Producer Prices,” “Land,” “Means of Production,” “Food Aid (WFP),” “Exports of Cereals by Source and Destination,” “CODEX ALIMENTARIUS - Pesticide Residues in Food,” “CODEX ALIMENTARIUS - Veterinary Drug Residues in Food.”

<http://faostat.fao.org/faostat/collections?version=ext&hasbulk=0>

FedStats. “The gateway to statistics from over 100 U.S. Federal agencies.”

<http://www.fedstats.gov/>

STAT-USA. U.S. Department of Commerce. Searchable database of “vital economic, business, and international trade information produced by the U.S. Government.” Includes the *State of the Nation (SOTN)* database (various domestic financial and economic data), *GLOBUS (Global Business Opportunities)*, and *NTDB (National Trade Data Bank)* (Country Commercial Guides, Market Research reports, Best Market reports and other programs.). Full access is by paid subscription.

<http://www.stat-usa.gov/>

USA Trade Online. STAT-USA and Foreign Trade Division, U.S. Census Bureau. “Access to the latest official statistics on U.S. foreign trade.” Full access by paid subscription.

<http://www.usatradeonline.gov/>

U.S. Census Bureau

<http://www.census.gov/>

American Fact Finder

http://factfinder.census.gov/home/saff/main.html?_lang=en

County Business Patterns. “An annual series that provides subnational economic data by industry.”
<http://www.census.gov/epcd/cbp/view/cbpview.html>

Statistical Abstract of the United States. Published annually.
<http://www.census.gov/prod/www/statistical-abstract-02.html>

The World Bank - Data and Statistics
<http://www.worldbank.org/data/>

Selected Trade Shows

All Things Organic Conference and Trade Show. North America event sponsored by the Organic Trade Association.

Lisa Murray, All Things Organic, Diversified Business Communications, 121 Free Street, P.O. Box 7437, Portland ME 04112-7437
phone 207-842-5468, fax 207-842-5503, email: lmurray@divcom.com
<http://www.atoexpo.com/index.asp>

BioFach 2004. Annual World Organic Trade Fairs/Expos and related international events.

Contact for U.S. event in Washington DC: Elien Gehrig, Event Coordinator
phone +49 (0) 911.86 06-86 92, fax +49 (0) 911.86 06-86 94, email:
elien.gehrig@nuernbergglobalfairs.com
<http://www.biofach.de/>

National Nutritional Foods Association Natural Products Trade Show and Convention.

Anne McConahey, Event Manager
phone 949-622-6272 ext. 238 or 800-966-6632 (toll free), email: amcconahey@nnfa.org
<http://www.nnfa.org/tradeshows04/index.htm>

Natural Products Expo - West and East. New Hope Natural Media.

phone 866-458-4935 (toll free, U.S. only) or 303-390-1776, email: tradeshows@newhope.com
<http://www.expowest.com/> or <http://www.expoeast.com/>

Specialty Food Shows. National Association for the Specialty Food Trade, Inc. “The NASFT has sponsored and produced the high-profile, well-attended International Fancy Food & Confection Shows since 1955.”

phone 212-482-6440 ext. 250, email: membership@fancyfoodshows.com
<http://www.specialtyfood.com/do/fancyFoodShow/LocationsAndDates>

World Congress on Organic Food: Meeting the Challenges of Safety and Quality for Fruits, Vegetables, and Grains. National Food Safety and Toxicology Center, Michigan State University. First

World Congress to be held March 29-31, 2004.

phone 517-432-3100, fax 517-432-2310
http://www.foodsafe.msu.edu/events/congress_organics1/bios.htm



Organic Agricultural Products: Marketing & Trade Resources

VI. Market and Consumer Studies

About this section

This section contains references to specific documents about the organic market, including economic analyses, consumer surveys and market and industry studies. Documents that offer some sort of Internet access are emphasized. Links to full text documents are included where available; references with only partial information online are so noted. All documents date from 1999 to the present, and are arranged by year.

Please note: A great deal of valuable marketing insight can be gained by reading newspaper, journal and magazine articles - sources not readily available or searchable on the Internet. These types of documents are included only incidentally in this publication. For a sampling of newspaper and journal articles about organic marketing issues, see the bibliography, [Organic Foods: Markets and Marketing](#), a bibliography of "Recent Books, Articles, News Items, Reports, and Videos" listed in Part IV of this publication. See also: [Appendix E: Obtaining Full-text Journal Articles](#).

Related Chapters in this Publication

Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Support Organizations.

Section headings

[1999](#)

[2000](#)

[2001](#)

[2002](#)

[2003](#)

[2004](#)

[Selected Conference Proceedings](#)

1999

America's Eating Habits: Changes and Consequences, by Elizabeth Frazao, editor. (Agriculture Information Bulletin no. 750) U.S. Department of Agriculture, Economic Research Service, 1999. 484p. Document online: <http://ers.usda.gov/publications/aib750/>

Consumer Perceptions of Organic Produce, by Ramu Govindasamy and John Italia. (FS899) Rutgers Cooperative Extension, 1999? Document online: <http://www.rce.rutgers.edu/pubs/pdfs/fs899.pdf>

Demand for Organic and Conventional Frozen Vegetables, by Lewrene K. Glaser and Gary D. Thompson. (Selected Paper presented at the American Agricultural Economics Association Annual Meeting, August 8-11, 1998, Nashville, Tennessee) Copyright by Gary D. Thompson, 1999. 14p. Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=1353&ftype=.pdf

The Economics of Organic Grain and Soybean Production in the Midwestern United States, by Rick Welsh. (Policy Studies Report no. 13) Henry A. Wallace Institute for Alternative Agriculture, 1999. 35p. Document online: <http://www.winrock.org/wallacecenter/documents/pspr13.pdf>

The European Market for Organic Products: Growth and Development, by Johannes Michelsen, Ulrich Hamm, Els Wynen and Eva Roth. (Organic Farming in Europe: Economics and Policy, vol. 7) University of Hohenheim, Department of Farm Economics (Stuttgart; Germany), 1999. 199p. Information/abstract only: <http://www.uni-hohenheim.de/i3ve/00068900/20164041.htm>

European Organic Dairy Product Markets. (Report 3630-88) Frost & Sullivan, 1999. Information/abstract only: <http://awards.frost.com/prod/servlet/report-homepage.pag?repid=3630-01-00-00-00&ctxht=FcmCtx1&ctxhl=FcmCtx2&ctxixpLink=FcmCtx3&ctxixpLabel=FcmCtx4>

Final Results of the Third Biennial National Organic Farmers' Survey, by Erica Walz and Organic Farming Research Foundation. Organic Farming Research Foundation, 1999. 126p. Document online: <http://www.ofrf.org/publications/survey/Final.Results.Third.NOF.Survey.pdf>

Food and the Environment: A Consumer's Perspective - Phase Three. The Hartman Group, 1999. Information/abstract only: <http://www.hartman-group.com/>

Food Consumption, Prices, and Expenditures, 1970-97, by Judith Jones Putnam and Jane E. Allshouse. (Statistical Bulletin no. 965) U.S. Department of Agriculture, Economic Research Service, 1999. 196p. Document online: <http://www.ers.usda.gov/publications/sb965/>

Forty-Four Million Americans Can't Be Wrong: The Market is Ready for Socially Responsible Business. Co-op America, 1999. Document online: <http://www.coopamerica.org/Business/B44million.htm>

From Subculture to Supermarket: Organic Foods Grow Up. Volume I: Meeting Supply Side Realities; Volume II: The New Market for Organic and Organic 'Lite' Foods. Promar International, 1999. Information/Management Summary for Volume II only: <http://www.promarinternational.com/samplesofourwork.html>

Hot Peppers & Parking Lot Peaches: Evaluating Farmers' Markets In Low Income Communities, by Andy Fisher and Community Food Security Coalition. Community Food Security Coalition, 1999. 61p.
Information/abstract only: <http://www.foodsecurity.org/pubs.html>

The Natural Foods Market: A National Survey of Strategies for Growth, by Nessa J. Richman. Henry A. Wallace Institute for Alternative Agriculture, 1999. 87p.
Information/abstract only (including Executive Summary):
<http://www.winrock.org/wallacecenter/documents/pspr12ex.pdf>

“Organic Farming: Demand for Organic Products has Created New Export Opportunities for the Developing World.” In *Agriculture 21* (FAO), 1999. (This article is based on a report to the FAO Committee on Agriculture (COAG) January 1999 meeting. For full documentation:
<http://www.fao.org/unfao/bodies/COAG/COAG15/X0075E.htm>)
Document online: <http://www.fao.org/WAICENT/FAOINFO/AGRICULT/magazine/9901sp3.htm>

Organic Food and Beverages: World Supply and Major European Markets. International Trade Centre UNCTAD/WTO, Technical Centre for Agricultural and Rural Cooperation, Food and Agricultural Organization of the United Nations (Geneva, Switzerland), 1999. 271p.
Information/abstract only: <http://www.intracen.org/mds/sectors/organic/abstract.htm>

Organic Foods in North America: Major Opportunity or Perpetual Niche Market? Sparks Companies, Inc., 1999.
Document online: <http://www.sparkscs.com/organic.htm>

2000

The Concerned Consumer in the United States: Finding Opportunities in Anxiety to 2010. Promar International, 2000.
Information/abstract only (Management summary):
<http://www.promarinternational.com/samplesofourwork.html>

Demand for Organic and Conventional Beverage Milk, by Lewrene K. Glaser and Gary D. Thompson. (Paper presented at the Western Agricultural Economics Association Annual Meetings, Vancouver, British Columbia, June 20-July 1, 2000) Copyright by Gary D. Thompson, 2000. 22p.
Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=1353&ftype=.pdf

Demands for Local and Organic Produce: A Brief Review of the Literature, by Brian Harris. Institute for Public Policy and Business Research, University of Kansas, 2000.
Document online: <http://www.ku.edu/pri/resrep/pdf/m254A.pdf>

Economics of Food Labeling, by Elise Golan, Fred Kuchler, Lorraine Mitchell, Cathy Greene and Amber Jessup. (Agricultural Economic Report no. 793) U.S. Department of Agriculture, Economic Research Service, December 2000.
Document online: <http://www.ers.usda.gov/publications/aer793/>

Functional/Nutraceutical/Wellness Foods and Beverages. Business Communications Company, Inc., 2000.
Information/abstract only: <http://www.buscom.com/food/>

The Growing Natural Foods Market: Opportunities and Obstacles for Mass Market Supermarkets, by Nessa J. Richman. (Working Paper no. 00-02) Retail Food Industry Center, University of Minnesota, 2000. 24p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2138&ftype=.pdf

How Local Farmers and School Food Service Buyers are Building Alliances: Lessons Learned from the USDA Small Farm/School Meals Workshop, May 1, 2000, by Debra Tropp and Surajudeen Olowolayemo. U.S. Department of Agriculture, Agricultural Marketing Service, Transportation and Marketing Programs, 2000. 40p.

Document online: <http://www.ams.usda.gov/tmd/localfar.pdf>

Implications of U.S. and Global Organic Dairy, Livestock and Poultry Production for International Trade. U.S. Department of Agriculture, Foreign Agricultural Service (FAS), Dairy, Livestock and Poultry Division, November 2000. Includes “Overview of U.S. Organic Industry & Organic Livestock Production” and “Overview of Global Organic Agricultural Production.”

Document online: <http://www.fas.usda.gov/dlp2/highlights/2000/organics/intro.html>

The International Market for Organic Foods. Leatherhead Food RA, 2000.

Information/abstract only: <http://www.leatherheadfood.com/lfi/submenu.asp?item=2205&noback=yes>

Kaw Valley Focus Groups on Local and Organic Produce, by Brian Harris. (A Report of the Kaw Valley Project for Environmentally-Identified Products, Report no. 254B) University of Kansas, 2000. 21p.

Document online: <http://www.ku.edu/pri/resrep/pdf/m254B.pdf>

Natural Health Products in Canada: A Strategic Entry Report, 2000. Icon Group International, Inc., 2000. 117p.

Information/abstract only:

http://www.icongrouponline.com/data/reports_toc/0741824884_toc.asp?sid=33558188

The Natural/Organic Food Market in the United States, by Market Research Centre and Canadian Trade Commissioner Service. Agri-Food Trade Service (Canada), 2000. 25p.

Document online: <http://www.agrenv.mcgill.ca/agrecon/ecoagr/misc/e3164.htm>

Ohio Organic Producers: Final Survey Results, by Phil E. Rzewnicki. (Special Circular 174-00) Ohio State University, Ohio Agricultural Research and Development Center (OARDC), 2000. Chapters include “Organic Marketing Channels,” “Determining Consumer Demand,” and “Primary and Secondary Market Areas.”

Document online: <http://ohioline.osu.edu/sc174/>

The Organic Consumer Profile. In partnership with the Organic Trade Association. The Hartman Group, 2000.

Information/abstract only: <http://www.hartman-group.com/products/reportorganicprofile.html>

Organic Fiber Shopper Study. The Hartman Group, 2000. (Distributed by the Organic Trade Association)

Information/abstract only: <http://www.ota.com/bookstore/2.html>

Organic Food and Drink Retailing. Mintel International Group Ltd., 2000. 102p. Information/abstract only:
<http://reports.mintel.com/sinatra/mintel/reports/3&20674&117946&1093021/report/recode=R109&anchor=a69>

Organic Food Markets in Transition, by Carolyn Dimitri and Nessa J. Richman. (Policy Studies Report no.14) Henry A. Wallace Center for Agricultural & Environmental Policy, 2000. 50p.
Document online: <http://www.winrock.org/wallacecenter/documents/pspr14.pdf>

“Organic Foods: Niche Marketers Venture into the Mainstream,” by Carolyn Dimitri and Nessa Richmond. In *Agricultural Outlook* (USDA Economic Research Service), July 2002.
Document online: <http://www.ers.usda.gov/publications/agoutlook/jun2000/ao272f.pdf>

Selling Certified Organic Produce to Retail Produce Markets in the Upper Midwest, by Laurie Greenburg, Center for Integrated Agricultural Systems (CIAS), University of Wisconsin, 2000.
Document online: <http://www.wisc.edu/cias/pubs/greenbrg.PDF>

“U.S. Organic Agriculture Gaining Ground,” by Catherine Green. In *Agricultural Outlook* (U.S. Department of Agriculture, Economic Research Service), April 2000.
Document online: <http://www.ers.usda.gov/publications/agoutlook/apr2000/ao270d.pdf>

U.S. Organic Fruit: Export Opportunities and Competition in the International Market, by Janise Zygmunt. U.S. Department of Agriculture, Foreign Agricultural Service, 2000. Paper presented at the Washington Horticultural Association 96th Annual Meeting and Trade Show, December 6, 2000 in Yakima, Washington.
Document online: <http://www.fas.usda.gov/agx/organics/speech.htm>

2001

“Behind the Organic-Industrial Complex,” by Michael Pollan. In *New York Times Magazine*, May 13, 2001.
Document online, as reprinted by Organic Consumers Association:
<http://www.organicconsumers.org/Organic/industrialorganic.cfm>

Branding Healthy Foods: Organic, Functional and Whole Foods. Reuters Business Insight, 2001.
Information/abstract only: <http://www.reutersbusinessinsight.com/report.asp?id=rbcg0052>

“Closing in on the Spice Wars,” by Mark Harris. In *E Magazine*, May 8, 2001.
Document online, as reprinted by Organic Consumers Association:
<http://www.organicconsumers.org/Organic/spicesgood.cfm>

Comparison of Prices for “Organic” and “Conventional” Grains and Soybeans in the Northern Great Plains and Upper Midwest: 1995 to 2000, by Sherry K. Bertramson and Thomas L. Dobbs. (Econ Pamphlet 2001-1) South Dakota State University Agricultural Experiment Station, 2001. 11p.
Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2912&ftype=.pdf
[See also the authors’ *An Update on Prices of Organic Crops in Comparison to Conventional Crops*, February 2002. Document online:
http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=5500&ftype=.pdf]

Demand Overview for Organic Produce, by Jon C. Phillips and H. Christopher Peterson. (Staff Paper 2001-06) Michigan State University, Department of Agricultural Economics, March 2001. 31p.
Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2442&ftype=.pdf

“Eco-Labels on Food Called into Question,” by Melinda Fulmer. In *Los Angeles Times*, August 26, 2001.
Document online, as reprinted by Organic Consumers Association:
<http://www.organicconsumers.org/Organic/ecolabel082801.cfm>

Ethical Consumers and Ethical Trade: A Review of Current Literature, by Anne Tallontire, Erdenechimeg Rentsendorj and Mick Blowfield. (Policy Series no.12) Natural Resources Institute, University of Greenwich (UK), 2001.
Document online: <http://www.nri.org/publications/policyseries/PolicySeriesNo12.pdf>

“Factors Affecting International Demand and Trade in Organic Food Products,” by Luanne Lohr. In *Changing Structure of Global Food Consumption and Trade*, Anita Regmi, editor. (WRS-01-1) U.S. Department of Agriculture, Economic Research Service, 2001.
Document online: <http://www.ers.usda.gov/publications/wrs011/wrs011j.pdf>

Food Launch Focus: Organic Food & Drinks. Leatherhead Food RA, 2001.
Information/abstract only: <http://www.leatherheadfood.com/lfi/submenu.asp?item=2317&noback=yes>

Healthy Farms, Healthy Kids: Evaluating the Barriers and Opportunities for Farm-to-School Programs, by Andrea Azuma and Andy Fisher. Community Food Security Coalition, 2001. 62p.
Information/abstract only: <http://www.foodsecurity.org/pubs.html>

“How to Increase Organic Food Sales: Results from Research Based on Market Segmentation and Product Attributes,” by David Pearson. In *Australian Agribusiness Review*, vol. 9, 2001.
Document online: http://www.agribusiness.asn.au/review/2001v9/Pearson_2001/Pearson_2001.htm

“Mapping the Changing Organic World,” by Heather Granato. In *Organic & Natural*, September-October 2001.
Document online, as reprinted by *Clam Chowder for the Soul*:
http://www.imakenews.com/clamchowder/e_article000028917.cfm

Marketing Sustainable and/or Organic Products in Small Metro Areas, by William C. Nelson and Kathy Coyle. (Agribusiness and Applied Economics Miscellaneous Report no. 188) North Dakota State University Department of Agribusiness and Applied Economics, February 2001. 45p.
Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=2413&ftype=.pdf

Next Generation Organics. Datamonitor, 2001.
Information/abstract only:
http://www.datamonitor.com/~85fda6845e80443aaf90705b1c6aa8b7~/all/reports/product_summary.asp?pid=DMCM0026

Organic Cotton: Production and Marketing Trends in the U.S. and Globally - 2001, by Sandra Marquardt. 2002 Beltwide (Conference) Presentation.
Document online: <http://www.sustainablecotton.org/NEWS007/news007.html>

“Organic Foods: A Natural Progression,” by William A. Roberts, Jr. In *Prepared Foods*, June 2001.
Document online:
<http://www.preparedfoods.com/CDA/ArticleInformation/coverstory/BNPCoverStoryItem/0,1229,114296,00.html>

“Organic Marketing Features Fresh Food and Direct Exchange,” by Catherine Greene, Carolyn Dimitri and Nessa Richman. In *Food Review* (USDA Economic Research Service), vol. 24, no. 1, January 2001-April 2001.
Document online: <http://www.ers.usda.gov/publications/FoodReview/jan2001/frv24I1f.pdf>

Organic Shoppers May Not be Who You Think They Are. (Report from: *Trends in the United States: Consumer Attitudes & the Supermarket*) Food Marketing Institute, 2001.
Information/abstract only: <http://www.fmi.org/newsletters/uploads/SupermarketResearch/ACF199F.pdf>

“Organic Wheat Production in the United States: Expanding Markets and Supplies,” by Catherine Greene and Thomas Dobbs. In *Wheat Situation and Outlook Yearbook* (USDA Economic Research Service), p. 31, March 2001.
Document online: <http://www.ers.usda.gov/publications/so/view.asp?f=field/whs-bby/whs2001.pdf>

Shopping for Health 2001. Food Marketing Institute (FMI) and *Prevention Magazine*, 2001.
Information/abstract only: <http://www.fmi.org/media/mediatext.cfm?id=371>

“Sifting through the Numbers,” by Grant Ferrier. In *Natural Foods Merchandiser*, vol. 22, no. 12, p. 8, December 2001.
Document online: http://www.newhope.com/nfm-online/nfm_backs/Dec_01/sift.cfm

The Specialty Cheese Market, prepared by Food Processing Center, Institute of Agriculture and Natural Resources, University of NE - Lincoln, 2001. Prepared for The North Central Initiative for Small Farm Profitability.
Document online: http://www.foodmap.unl.edu/report_files/cheese.htm

“Sustaining Foods: Organic Consumption and the Socio-Ecological Imaginary,” by D. Goodman and M. Goodman. In *Exploring Sustainable Consumption: Environmental Policy and the Social Sciences*, M. Cohen and J. Murphy, editors, pp. 97-119. Elsevier Science, 2001.
Document online, as reprinted by Agro-Food Studies Research Group, UC Davis:
http://www2.ucsc.edu/cgirs/research/environment/afsrp/publications/GoodmanGoodman_2001.pdf

“Tracking Wholesale Prices for Organic Produce,” by Emy Sok and Lewrene Glaser. In *Agricultural Outlook* (USDA Economic Research Service), October 2001.
Document online: <http://www.ers.usda.gov/publications/agoutlook/oct2001/ao285d.pdf>

What Motivates Consumers to Buy Organic Food in the UK? Results from a Qualitative Study, by Aikaterini Makatouni. *Organic-research.com*, vol. 1, April 2001. Full access by paid subscription.
Information/abstract only: <http://www.organic-research.com/Pdfs/Research/orcom01.htm>

Who Are Natural Foods Store Shoppers?. Health Focus International, 2001. 65p.
Information/abstract only: <http://www.healthfocus.net/natural.htm>

“Whole Food Rising: Consumer Interest in Healthy Eating Spurs Growth of Natural-Foods Industry,” by Mark Baumgartner. *ABC News*, September 10, 2001.

Document online:

http://more.abcnews.go.com/sections/business/dailynews/natural_foods010910.html

World Markets for Organic Fruit and Vegetables: Opportunities for Developing Countries in the Production and Export of Organic Horticultural Products. International Trade Centre UNCTAD/WTO, Technical Centre for Agricultural and Rural Cooperation, Food and Agricultural Organization of the United Nations (Geneva, Switzerland), 2001.

Information/abstract only: <http://www.fao.org/docrep/004/y1669e/y1669e00.htm>

2002

“America’s Changing Appetite: Food Consumption and Spending to 2020,” by Noel Blisard, Biing-Hwan Lin, John Cromartie, and Nicole Ballenger. In *FoodReview* (USDA Economic Research Service), vol. 25, no. 1, pp. 2-9, May 2002.

Document online: <http://www.ers.usda.gov/publications/FoodReview/May2002/frvol25i1a.pdf>

Analysis of the European Market for Organic Food, by Ulrich Hamm, Friederike Gronefeld, and Darren Halpin. (*Organic Marketing Initiatives and Rural Development*, vol.1) School of Management and Business, University of Wales Aberystwyth, 2002.

Summary online: <http://www.irs.aber.ac.uk/omiard/publications/index.html>

An Analysis of the Impact of Price on Consumer Purchase Interest in Organic Grapes and a Profile of Organic Purchasers, by Marianne McGarry Wolf. (Selected Paper, Annual Meeting, July 28-31, 2002, Long Beach, California) American Agricultural Economics Association, 2002. 24p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=4401&ftype=.pdf

Canadian Natural and Organic Retail Markets, by Rosalie Cunningham. Alberta Agriculture, Food and Rural Development, Strategic Information Services Unit, 2002.

Document online: <http://www.agric.gov.ab.ca/food/organic/final.pdf>

“Consumer Attitudes Predict Upward Trends for the Herbal Marketplace,” by Maryellen Molyneaux. In *HerbalGram*, vol. 54, pp. 64-65, 2002.

Document online: <http://www.herbalgram.org/herbalgram/articleview.asp?a=2172>

Consumer Preferences for Organic Foods, by Mette Wier, Lars Gaarn Hansen, Laura Moerch Andersen, and Katrin Millock. Paper presented at Organization for Economic Co-operation and Development (OECD) Workshop on Organic Agriculture, Washington DC, September 2002.

Document online: <http://www.akf.dk/organicfoods/conference/OECDpaper.pdf>

“Discovering Niche Markets: A Comparison of Consumer Willingness to Pay for Local (Colorado Grown), Organic, and GMO-Free Products,” by Maria L. Loureiro and Susan Hine. In *Journal of Agricultural and Applied Economics*, vol. 34, no. 3, pp. 477-487, December 2002.

“Eco-labels May Promote Market-Driven Medicinal Plant Conservation.” In *HerbalGram*, vol. 56, pp. 34,35,39, 2002.

Information/abstract only: <http://www.herbalgram.org/herbalgram/articleview.asp?a=2357>

Environmentally Preferable Products: Meeting Requirements to Gain Market Access - Case Studies from OECD and UNCTAD, by Dale Andrew. Organization for Economic Co-operation and Development, OECD Trade Directorate (presentation), Dakar, Senegal, June 2002. 85p.
Document online: <http://www.oecd.org/dataoecd/12/11/1954017.pdf>

“Farmers Markets: Trends and Prospects,” by Desmond Jolly. In *Small Farm News* (Small Farm Center, UC Davis), vol. 3, pp. 1, 4, 5, 2002.
Document online: <http://www.sfc.ucdavis.edu/pubs/SFNews/Vol3-2002/vol3-2002.pdf>

“Greening” Relationship Marketing: The Case of Organic Foods, by Martin Hingley and Adam Lindgreen. Papers from the 18th Annual IMP Conference, Dijon-Burgundy Graduate School of Management Group ESC Bourgogne, Dijon, France, September 2002. 10p.
Document online: <http://www.escdijon.com/fr/imp/papers.asp>

“Growing Taste for Organic Products in the United States,” by Rudy Kortbech-Oleson. In *International Trade Forum*, no. 2, pp. 27-31, 2002.
Document online:
http://www.tradeforum.org/news/fullstory.php/aid/439/Growing_Taste_for_Organic_Products_in_the_United_States.html

Growth Strategies in Organic Food and Drinks: Consumer Trends and New Product Development. Reuters Business Insight, 2002. 170p.
Information/abstract only: <http://www.reutersbusinessinsight.com/report.asp?id=rbcg0059>

The Hartman Organic Research Review: A Compilation. Hartman Group, 2002. 20p.
Information/abstract only: <http://www.hartman-group.com/products/reportorganicreview.html>

Marketing Strategies for Organic Wine Growers in the Veneto Region, by Luca Rossetto. (Working Paper WP02-4) University of Minnesota Department Center for International Food and Agricultural Policy, 2002. 29p.
Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=5518&ftype=.pdf

Organic Consumer Trends 2002. Natural Marketing Institute, 2002. (Study conducted in conjunction with SPINS) 145p.
Information/abstract only: http://www.nmisolutions.com/r_organic.html

“Organic Food Industry Taps Growing American Market,” by Carolyn Dimitri and Catherine Greene. In *Agricultural Outlook* (USDA Economic Research Service), October 2002, pp. 4-7.
Document online: <http://www.ers.usda.gov/publications/agoutlook/oct2002/ao295b.pdf>

Organic, Natural, Ethical and Vegetarian Consumers. Datamonitor, 2002. 80p.
Information/abstract only:
http://www.datamonitor.com/~85fda6845e80443aaf90705b1c6aa8b7~/all/reports/product_summary.asp?pid=DMCM0081

“Organic Aquaculture - Current Status and Future Prospects,” by Deborah Brister and Albert Tacon. In *Organic Agriculture, Environment and Food Security*, Nadia El-Hage Scialabba and Caroline Hattam, editors. Chapter 6. (Environment and Natural Resources Series No.4) UN Food and Agriculture Organization, 2002.

Document online: http://www.fao.org/DOCREP/005/Y4137E/y4137e06.htm#P0_0

Organic Foods Market - US. Mintel International Group Ltd., 2002. 116p.

Information/abstract only:

<http://reports.mintel.com/sinatra/mintel/reports/3&20674&117946&1093021/report/recode=U200&anchor=a76>

Pasture Raised Products Message and Strategy: Consumer Focus Group Study, by Kim Shelquist.

Food Routes Network/Midwest Collaborators, 2002. 20p.

Document online: <http://www.misa.umn.edu/Other/foodroutes.pdf>

“Psychosocial and Demographic Variables Associated with Consumer Intention to Purchase Sustainably Produced Foods,” by Ramona Robinson and Chery Smith. In *Journal of Nutrition Education and Behavior*, vol. 34, no. 6, pp. 316-25, 2002.

Recent Growth Patterns in the U.S. Organic Foods Market, by Carolyn Dimitri and Catherine Greene. (ERS Agriculture Information Bulletin no. AIB777) U.S. Department of Agriculture, Economic Research Service, September 2002. 42p.

Document online: <http://www.ers.usda.gov/publications/aib777/>

“Retailers Making Money Despite Competitive Pressure,” by John Monahan. In *Natural Foods Merchandiser*, vol. 23, no. 1, pp. 14, 16-17, January 2002.

Document online: http://www.newhope.com/nfm-online/nfm_backs/Jan_02/retailers.cfm

Snapshot: Organics: A Profile of the Organic Industry and Its Issues, by Betty Vladicka and Rosalie Cunningham. Alberta Agriculture Food and Rural Development, Strategic Information Services Unit, 2002. 8p.

Document online: http://www.agric.gov.ab.ca/food/organic/final_organic_snapshot.pdf

“Traceability for Food Marketing and Food Safety: What’s the Next Step?,” by Elise Golan, Barry Krissoff, and Fred Kuchler. In *Agricultural Outlook* (USDA Economic Research Service), January-February 2002, pp. 21-25.

Document online: <http://www.ers.usda.gov/publications/agoutlook/jan2002/ao288f.pdf>

The U.S. Food Marketing System, 2002, by J. Michael Harris, Phil Kaufman, Steve Martinez, and Charlene Price. (ERS Agricultural Economic Report no. AER811) U.S. Department of Agriculture, Economic Research Service, 2002. 98p.

Document online: <http://www.ers.usda.gov/publications/aer811/>

U.S. Organic Food Markets IV. Nutrition Business News, November 2002. 32p.

Information/abstract only: <http://www.store.yahoo.com/nbj/nov20usorfoo.html>

The United States Market for Organic Food and Beverages, by Rudy Kortbech-Olesen. International Trade Centre, UNCTAD/WTO, 2002.

Document online: <http://www.intracen.org/mds/sectors/organic/usmartfb.pdf>

2003

Analysis of Strategic Marketing Decisions for Organic Agricultural Producers: A Case Study, by Jon C. Phillips and H. Christopher Peterson. (Paper presented at Annual Meeting, Las Vegas, Nevada, June 9-11, 2003) Western Coordinating Committee on Agribusiness: WCC-72, 2003. 18p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=9945&ftype=.pdf

“As Organic Farming Grows, Small Farms Specialize to Compete.” CNN/Associated Press, December 24, 2003.

Document online: <http://www.cnn.com/2003/US/West/12/2>

Assessing the Feasibility of Processing and Marketing Niche Soy, by Sergio Lence and Sanjeev Agarwal. (MATRIC Research Paper 03-MRP 6 (Revised)) Iowa State University, Midwest Agribusiness Trade Research and Information Center, 2003. 54p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=11154&ftype=.pdf

“An Assessment of Consumer Preferences for IPM- and Organically Grown Produce,” by Geoff Zehnder et al. In *Journal of Extension*, vol. 41, no. 2, April 2003.

Document online: <http://www.joe.org/joe/2003april/rb3.shtml>

“Bioterror Rules Take Effect Dec. 12,” by Lisa Everitt. In *Natural Foods Merchandiser*, vol. 24, no.11, p. 9, November 2003.

Document online: http://www.newhope.com/nfm-online/nfm_backs/nov_03/news3.cfm

Building Capacity for Local and Organic Proud Foods for Retail and Restaurant Distribution in Ohio, by Shoshanah Inwood, Laura Ann Bergman, and Deborah Stinner. Ohio State University and Innovative Farmers of Ohio, 2003. 63p.

Document online: http://www.ifoh.org/BuildingCapacityforLocal_OrganicOhioProudFoods.pdf

Community Supported Agriculture on the Central Coast: The CSA Member Experience. (Research Brief #1) Center for Agroecology & Sustainable Food Systems (CASFS), 2003.

Document online, as reprinted by Agro-Food Studies Research Group, UC Davis:

http://www2.ucsc.edu/cgirs/research/environment/afsrp/publications/Perezetal_2003.pdf

“Consumer-Driven Agriculture: Changing U.S. Demographics Influence Eating Habits,” by Nicole Ballenger and James Blaylock. In *Amber Waves* (USDA Economic Research Service), April 2003.

Document online: <http://www.ers.usda.gov/Amberwaves/April03/Features/ConsumerDrivenAg.htm>

Consumer Preference and Demand for Organic Food: Evidence from a Vermont Survey, by Qingbin Wang and Junjie Sun. (Selected Paper, Annual Meeting, July 27-30, 2003, Montreal, Canada) American Agricultural Economics Association, 2003. 24p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=9180&ftype=.pdf

Country of Origin Labeling: A Legal and Economic Analysis, by John Van Sickle et al.(EDIS FE384) Department of Food and Resource Economics, Florida Cooperative Extension Service, Institute of Food and Agricultural Sciences, University of Florida, 2003.

Document online: <http://edis.ifas.ufl.edu/pdffiles/FE/FE38400.pdf>

CSA Across the Nation: Findings from the 1999 CSA Survey, by Daniel Lass, G.W. Stevenson, John Hendrickson, and Kathy Ruhf. Center for Integrated Agricultural Systems (CIAS), University of Wisconsin College of Agricultural and Life Sciences, 2003. 26p.
Document online: <http://www.wisc.edu/cias/pubs/csacross.pdf>

Ecolabel Value Assessment: Consumer and Food Business Perceptions of Local Foods. Leopold Center for Sustainable Agriculture and the Iowa State University Business Analysis Laboratory, November 2003.
Document online: <http://www.leopold.iastate.edu/pubinfo/papersspeeches/ecolabels/ecolabels.html>

“Fast Food/Organic Food: Reflexive Tastes and the Making of ‘Yuppie Chow’,” by Julie Guthman. In *Social & Cultural Geography*, vol. 4, no. 1, pp. 45-58, 2003.
Document online, as reprinted by Agro-Food Studies Research Group, UC Davis:
http://www2.ucsc.edu/cgirs/research/environment/afsrp/publications/Guthman_2003.pdf

Food and Agricultural Commodity Consumption in the United States: Looking Ahead to 2020, by Biing-Hwan Lin, Jayachandran N. Variyam, Jane Allshouse, and John Cromartie. (Agricultural Economic Report no. AER820) U.S. Department of Agriculture, Economic Research Service, February 2003. 62p.
Document online: <http://www.ers.usda.gov/publications/aer820/>

Food Expenditures by U.S. Households: Looking Ahead to 2020, by Noel Blisard, Jayachandran N. Variyam, and John Cromartie. (Agricultural Economic Report no. AER821) U.S. Department of Agriculture, Economic Research Service, 2003. 38p.
Document online: <http://www.ers.usda.gov/publications/aer821/>

Food for Thought: Food with the Farmer's Face on It: Emerging Community-based Food Systems, by Ken Meter. (Media Briefing Paper) W.K. Kellogg Foundation and Crossroads Resource Center, 2003?. 52p.
Document online: <http://www.wkkfweb.org/FSRDFullGuide.pdf>

“From Supply Push to Demand Pull: Agribusiness Strategies for Today’s Consumers,” by Stephen Martinez and Hayden Stewart. In *Amber Waves* (USDA Economic Research Service), November 2003.
Document online:
<http://www.ers.usda.gov/amberwaves/november03/Features/supplypushdemandpull.htm>

“Globalisation of the Organic Food Industry.” *Research News*, Organic Monitor, 2003.
Document online: <http://www.organicmonitor.com/r1407.htm>

“The Health of Organic Foods,” by Joan Scheel. In *Prepared Foods*, May 2003.
Document online:
http://www.preparedfoods.com/CDA/ArticleInformation/features/BNP__Features__Item/0,1231,113130,00.html

“Impact of BSE on Organic Meat Industry.” *Research News*, Organic Monitor, 2003.
Document online: <http://www.organicmonitor.com/r3012.htm>

International Trade and Food Safety: Economic Theory and Case Studies, edited by Jean C. Buzby. (Agricultural Economic Report no. AER828) U.S. Department of Agriculture, Economic Research Service, 2003. 145p.

Document online: <http://www.ers.usda.gov/publications/aer828/>

Market Structure and Consumer Valuation in the rBST-free and Organic Milk Markets, by Tirtha Dhar and Jeremy D. Foltz. (Selected Paper, 2003 Annual Meeting, July 27-30, 2003, Montreal, Canada) American Agricultural Economics Association, 2003. 27p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=8909&ftype=.pdf

Measuring Quantity-Constrained and Maximum Prices Consumers are Willing to Pay for Quality Improvements: The Case of Organic Beef Meat, by Alessandro Corsi and Silvia Novelli. (Contributed Paper, Annual Meeting, August 16-22, 2003, Durban, South Africa) International Association of Agricultural Economists, 2003. 17p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=10652&ftype=.pdf

Natural Beef: Consumer Acceptability, Market Development and Economics, by Glenn Nader et al. Sustainable Agriculture Research and Education Program, University of California, 2003? (Cooperative Project Between: California State University, Chico Agriculture Department, University of California Cooperative Extension)

Document online: <http://www.sarep.ucdavis.edu/grants/reports/nader/INDEX.HTM>

NBJ/SPINS Organic Foods Report 2003, by Lynette Thwaites et al. *Nutrition Business Journal*, April 2003. 590p.

Information/abstract only: <http://store.yahoo.com/nbj/nborfore20.html>

“Opportunity Grows for Organic Cotton Market,” by Joyanna Laughlin and Richard Fleming. In *LOHAS Journal*, October 2003.

Document online, as reprinted by Organic Consumers Association:

<http://www.organicconsumers.org/clothes/cotton101503.cfm>

“Organic Christmas Trees Still Elusive,” by April Streeter. In *Sustainable Industries Journal Northwest*, December 2003.

Document online, as reprinted by Tidepool:

http://www.tidepool.org/original_content.cfm?articleid=99552

The Organic Consumer Profile, by Rosalie Cunningham. Alberta Agriculture, Food and Rural Development, May 2003.

Document online: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/sis4930?opendocument](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/sis4930?opendocument)

“Organic Food Trends for the Year Ahead,” by Thomas Garvey May. In *Natural Foods Merchandiser*, vol. 24, no. 1, pp. 28, 30, January 2003.

Document online: http://www.newhope.com/nfm-online/nfm_backs/Jan_03/organic.cfm

“Organic Foods Packaged for Grade School Set,” by Joyanna Laughlin. In *Natural Foods Merchandiser*, vol. 24, no. 4, pp. 17, 20, April 2003.

Document online: http://exchange.healthwell.com/nfm-online//nfm_backs/apr_03/school.cfm

Organic Fruit and Vegetables from the Tropics: Market, Certification and Production Information for Producers and International Trading Companies. United Nations Conference on Trade and Development (UNCTAD), 2003. 330p.

Document online: http://www.unctad.org/en/docs/ditcom20032_en.pdf

“Organic, Grass-fed Beef: More than a Niche?,” by Pete Letheby. In *The Independent.com* (Grand Island Independent), August 1, 2003.

Document online: http://www.theindependent.com/stories/080103/opi_pete01.shtml

“Organic Growth Slows in European Markets,” by Lisa Everitt. In *Natural Foods Merchandiser*, vol. 24, no. 9, p. 22, September 2003.

Document online:

<http://www.naturalfoodsmerchandiser.com/ASP/articleDisplay.asp?strArticleId=797&strSite=NFMSITE&Screen=CURRENTISSUE>

The Organic Guarantee System: The Need and Strategy for Harmonization and Equivalence.

International Federation of Organic Agriculture Movements, 2003. 146p.

Information only: <http://www.ifoam.org/letter.html>

“Organic Retailing Made Easy,” by Bill Lakey. In *In Good Tilth*, vol. 14, no. 1, February 15, 2003.

Information: <http://www.tilth.org/>

Organic Wool Production in the United States and Canada: 2001. Organic Trade Association, October 2003. 10p.

Information/abstract (OTA News Release) only: <http://www.ota.com/news/press/121.html>

“OTA Working to Dispel Myth That Organic's Price Is Higher,” by Laurie Budgar. In *Natural Foods Merchandiser*, vol. 24, no. 11, p. 11, November 2003.

Document online:

<http://www.naturalfoodsmerchandiser.com/ASP/articleDisplay.asp?strArticleId=853&strSite=NFMSITE&Screen=CURRENTISSUE>

“Personal Care Products Do Not Yet Comply with the National Organic Program,” by Lacey Phillabaum. In *In Good Tilth*, 2003.

Document online, as reprinted by Organic Consumers Association:

http://www.organicconsumers.org/bodycare/051203_natural_cosmetics.cfm

The Potential of Public Schools as Markets for Local Fresh Fruits and Vegetables: Assessing the Barriers and Opportunities for Farm-to-school Connections in Madison, WI, by Heather Stouder, Jack R. Kloppenburg, Jr., and Sara Tedeschi. University of Wisconsin-Madison, 2003. (A report prepared for the North Central Initiative for Small Farm Profitability) 32p.

Document online: <http://www.farmprofitability.org/research/veg/fruitandveg.pdf>

Producer-Only Farmers' Markets in the Mid-Atlantic Region: A Survey of Market Managers, by Lydia Oberholtzer and Shelly Grow. Henry A. Wallace Center for Agricultural and Environmental Policy at Winrock International, October 2003

Document online: <http://www.winrock.org/GENERAL/publications/wallacemktrpt.pdf>

“Shifting Plates in the Agrifood Landscape: The Tectonics of Alternative Agrifood Initiatives in California,” by P. Allen, M. FitzSimmons, M. Goodman, and K. Warner. In *Journal of Rural Studies*, vol.19, pp. 61-75, 2003.

Document online, as reprinted by Agro-Food Studies Research Group, UC Davis:

http://www2.ucsc.edu/cgirs/research/environment/afsrp/publications/Allenetal_2003.pdf

Structure of the Global Markets for Meat, by John H. Dyck and Kenneth E. Nelson. (Agriculture Information Bulletin no. AIB785) U.S. Department of Agriculture, Economic Research Service, 2003. 37p.

Document online: <http://www.ers.usda.gov/publications/aib785/>

“Sustaining Local Agriculture: Barriers and Opportunities to Direct Marketing between Farms and Restaurants in Colorado,” by Amory Starr et al. In *Agriculture and Human Values*, vol. 20, no. 3, pp. 301-321, Fall 2003.

Document online, as reprinted by Chapman University:

<http://www1.chapman.edu/~starr/foodlinks0107.html>

Towards More Socially Responsible Cocoa Trade, by Philip Abbott. (Working Paper 03-3) International Agricultural Trade Research Consortium, 2003. 29p.

Document online: http://agecon.lib.umn.edu/cgi-bin/pdf_view.pl?paperid=8545&ftype=.pdf

U.S. Fresh Produce Markets: Marketing Channels, Trade Practices, and Retail Pricing Behavior, by Carolyn Dimitri, Ababayehu Tegene, and Phil R. Kaufman. (Agricultural Economic Report no. AER825) U.S. Department of Agriculture, Economic Research Service, 2003. 23p.

Document online: <http://www.ers.usda.gov/publications/aer825>

U.S. Organic Farming in 2000-2001: Adoption of Certified Systems, by Catherine Greene and Amy Kremen. (Agriculture Information Bulletin no. 780) U.S. Department of Agriculture, Economic Research Service, 2003. 55p.

Document online: <http://www.ers.usda.gov/publications/aib780/>

U.S. Organics 2002. Datamonitor, 2003. 67p.

Information/abstract only:

http://www.datamonitor.com/~4e9eee4e34594670a1759896625175fc~/all/reports/product_summary.asp?pid=BFCM0095

“Veggies Move to Center of the Plate: Customer Education Helps Tempeh and Tofu Rise to Top of Shopping List,” by Vicky Uhland. In *Natural Foods Merchandiser*, vol. 24, no. 1, p. 20, January 2003.

Document online: http://www.newhope.com/nfm-online/nfm_backs/Jan_03/veggies.cfm

“What, When, and Where Americans Eat: 2003,” by A. Elizabeth Sloan. In *Food Technology*, vol. 57, no. 8, pp. 48-66, August 2003. (A Sloan State-of-the-Industry Report)

Document online: http://www.ift.org/publications/docshop/ft_shop/08-03/08_03_pdfs/08-03-sloan.pdf

When Organics Go Mainstream, by Vijay Cuddeford. Rural Capacity Building Through Organic Agriculture (RCBTOA) Project, Cyber-Help for Organic Farmers, 2003?

Document online: <http://www.certifiedorganic.bc.ca/rcbtoa/services/organics-mainstream.html>

Who Owns Organic: The Global Status, Prospects, and Challenges of a Changing Organic Market, by Michael Sligh and Carolyn Christman. Rural Advancement Foundation International-USA, 2003.
Document online: <http://www.rafiusa.org/pubs/OrganicReport.pdf>

Who Owns What: Organic Industry Structure, November 2003 (chart), by Phil Howard. Rural Capacity Building Through Organic Agriculture (RCBTOA) Project, 2003.
Document online: <http://www.certifiedorganic.bc.ca/rcbtoa/services/corporate-ownership.html>

“Will Fair Trade Become the Next Growth Wave?” by Nancy Nachman-Hunt. In *Natural Foods Merchandiser*, vol. 24, no. 9, pp. 48-49, September 2003.
Document online:
<http://www.naturalfoodsmerchandiser.com/ASP/articleDisplay.asp?strArticleId=780&strSite=NFMSITE&Screen=CURRENTISSUE>

The 2003-2008 World Outlook for Dairy Organic Food and Non-alcoholic Drinks. ICON Group International, Inc., 2003. 232p.
Information/abstract only:
http://www.icongrouponline.com/data/reports_toc/0597858330_toc.asp?sid=33558188

The 2003-2008 World Outlook for Vegetable Organic Foods and Non-alcoholic Drinks. ICON Group International, Inc., 2003. 237p.
http://www.icongrouponline.com/data/reports_toc/0597864934_toc.asp?sid=33558188

2004

“Consumer Perception of Meat Quality and Implications for Product Development in the Meat Sector - a Review,” by Klaus G. Grunert, Lone Bredahl, and Karen Brunsø. In *Meat Science*, vol. 66, no. 2, pp. 259-272, January 2004.
Information/abstract only: <http://www.hba.dk/fsk/sformat.asp?id=1802&mat=ar>

Country-of-Origin Labeling: Theory and Observation, by Barry Krissoff et al. (Outlook Report no. WRS04-02) U.S. Department of Agriculture, Economic Research Service, January 2004. 18p.
Document online: <http://www.ers.usda.gov/publications/WRS04/jan04/wrs0402/>

“Motives and Barriers for Buying Organic: The European Consumer.” In *BioFach Fair Journal 2004*, pp. 40-41, 2004.
Document online: http://www.biofach.de/library/pdf-doipkadp-de-2003-12-22_16-50-56.pdf

The North American Market for Organic Meat Products. Research Report, Organic Monitor, 2004.
Information/abstract only: <http://www.organicmonitor.com/300144.htm>

Regulatory Barriers in International Horticulture Markets, by Donna Roberts and Barry Krissoff. (Outlook Report no. WRS04-01) U.S. Department of Agriculture, Economic Research Service, January 2004. 11p.
Document online: <http://www.ers.usda.gov/publications/WRS04/jan04/wrs0401/>

The World of Organic Agriculture - Statistics and Emerging Trends- 2004, edited by Minou Youssefi and Helga Willer. 6th revised edition. International Federation of Organic Agriculture Movements, 2004. 170p.

Document online: <http://www.ifoam.org/>

Selected Conference Proceedings

Cultivating Communities, Proceedings of the 14th IFOAM Organic World Congress (August 21-28, 2002, Victoria BC, Canada). Canadian Organic Growers, 2002. 320p.

Information/abstract only: <http://www.cog.ca/ifoam2002/>

Ecolabels and the Greening of the Food Market, Proceedings. (November 7-9, 2002, Boston, Massachusetts) Friedman School of Nutrition Science and Policy at Tufts University, 2003. Full proceedings available in print only; see Web site for availability.

Information/abstracts (see “Detailed Program”) only: <http://nutrition.tufts.edu/conferences/ecolabels/>

The Future Agenda for Organic Trade: Conference Proceedings, the 5th IFOAM International Conference on Trade in Organic Products, Christ Church College, Oxford, England, 24th -27th September 1997, edited by Tanyia Maxted-Frost. International Federation of Organic Agriculture Movements and The Soil Association, 1997? 58p.

Information/abstract only: <http://www.ifoam.org/>

Growing the Organic Market: 2000 Conference Proceedings: January 27-30, 2000, University Centre, University of Guelph. University of Guelph, Guelph, Ontario, 2000. 54, 2p.

Information/abstract only: <http://www.gks.com/OrgConf/>

IFOAM Conference on Organic Guarantee Systems: International Harmonisation and Equivalence in Organic Agriculture, Conference Reader. (February 17-19, 2002, Nuremberg, Germany)

International Federation of Organic Agriculture Movements, 2002.

Document online: http://www.ifoam.org/conf_reader.html

Mainstreaming Organic Trade: New Frontiers, Opportunities and Responsibilities. (The 7th IFOAM International Conference on Trade in Organic Products, November 6 - 8, 2003, Bangkok, Thailand)

International Federation of Organic Agriculture Movements, 2003. 93p.

Information only: <http://www.ifoam.org/letter.html>

National Organic Aquaculture Workshop, June 23-24, 2000: Final Report, edited by Deborah J.

Brister and Anne R. Kapuscinski. Institute for Social Economic and Ecological Sustainability University of Minnesota, 2001. 102p.

Document online: <http://www.fw.umn.edu/isees/OrganicAquaculture/Workshop/finalrep.pdf>

Organic Agriculture: Sustainability, Markets and Policy. Papers from the OECD Workshop on Organic Agriculture, September 23-26, 2002, Washington D.C. CABI Publishing/ Organization for Economic Co-operation and Development, 2003. 375p.

Document online: <http://www1.oecd.org/publications/e-book/5103071E.PDF>

Organic Farming in the European Union - Perspectives for the 21st Century. Baden/Vienna Austria, May 27 & 28, 1999. European Commission et al., 1999.

Document online: <http://www.eurotech.co.at/html/engl/intro.htm>

Quality & Communication for the Organic Market, Proceedings from the 6th IFOAM International Trade Conference, Florence, Italy, 1999. 395p.

Information/abstract only: <http://www.ifoam.org/letter.html>

The World Grows Organic: Proceedings from the 13th Scientific Conference of IFOAM. (August 27-31, 2000, Basel, Switzerland) International Federation of Organic Agriculture Movements, 2000. 763p.

Information/abstract only: <http://www.ifoam.org/letter.html>



Organic Agricultural Products: Marketing & Trade Resources

VII. Support Organizations

About this section

There are many organizations that support, in some fashion, commercial organic enterprises. Directories of these organizations may be found on several Web sites and in print directories, some of which are listed in Section V of this publication. This section presents only a few selected and representative organizations, along with suggestions and links to enable the searcher to find additional support organizations most relevant to his/her enterprise and geographic location. Emphasis is on U.S. organizations.

Related Chapters in this Publication

Regulations, Laws and Legislation; How-to Guides; Guides to Data, Suppliers, Outlets and Events; Industry Data Sources; Market and Consumer Studies

Section headings

[Selected National Support Groups](#)
[Where and How to Find Additional Support Groups](#)

Selected National Support Groups

Agricultural Marketing Resource Center (AgMRC). “A newly formed USDA sponsored center for value added agricultural groups. There is detailed information on many market niches, how to get started, business structure, and information on writing feasibility, marketing and business plans.”

1111 NSRIC, Iowa State University, Ames IA 50011-3310

phone 866-277-5567 (toll free), fax 515-294-9496, email: agmrc@iastate.edu

<http://www.agmrc.org>

Allan Savory Center for Holistic Management. “Holistic Management has helped people all over the world more effectively manage all their resources in a truly sustainable way.”

1010 Tijeras NW, Albuquerque NM 87102

phone 505-842-5252, fax 505-843-7900, email: savorycenter@holisticmanagement.org

<http://www.holisticmanagement.org/>

Alternative Farming Systems Information Center (AFSIC). Library services and reference publications from the USDA National Agricultural Library.

10301 Baltimore Avenue, Room 132, Beltsville MD 20705-2351

phone 301-504-6559, TDD 301-504-6856, fax 301-504-6409, email: afsic@nal.usda.gov

<http://www.nal.usda.gov/afsic/>

American Grassfed Association. “Organized to protect and promote true grassfed producers and grassfed products; as a cooperating multi species entity, that outreaches nationally through Communication, Education, Research and Marketing.”

P.O. Box 400, Kiowa CO 80117

phone 877-77-GRASS (774-7277), fax 877-77-GRASS, email: aga@americangrassfed.org

<http://www.americangrassfed.org/>

Appropriate Technology Transfer for Rural Areas (ATTRA). “Provides information and other technical assistance to farmers, ranchers, Extension agents, educators, and others involved in sustainable agriculture in the United States.”

P.O. Box 3657, Fayetteville AR 72702

phone 800-346-9140 (toll free, English), 800-411-3222 (toll free, Español)

<http://attra.ncat.org/>

Center for Rural Affairs. “A private, non-profit organization...working to strengthen small businesses, family farms and ranches, and rural communities.”

145 Main Street, PO Box 136, Lyons NE 68038-0136

phone 402-687-2100, fax 402-687-2200, email: info@cfra.org

<http://www.cfra.org/>

Chefs Collaborative: Partners in Local, Artisanal, and Sustainable Cuisine. “National network of more than 1,000 members of the food community who promote sustainable cuisine by celebrating the joys of local, seasonal, and artisanal cooking.” 2nd edition of *Chefs Collaborative Restaurant Guide* is now available.

262 Beacon Street, Boston MA 02116

phone 617-236-5200, fax 617-236-5272, email: info@chefscollaborative.org

<http://www.chefscollaborative.org/>

Community Food Security Coalition (CFSC). Seeking “to develop self-reliance among all communities in obtaining their food and to create a system of growing, manufacturing, processing, making available, and selling food that is regionally based and grounded in the principles of justice, democracy, and sustainability.” Includes Farm-to-School Program support.

P.O. Box 209, Venice CA 90294

phone 310-822-5410, fax 310-822-1440, email: andy@foodsecurity.org

<http://www.foodsecurity.org/>

The Food Alliance. “Promotes sustainable agriculture by recognizing and rewarding farmers who produce food in environmentally and socially responsible ways, and educating consumers and others in the food system about the benefits of sustainable agriculture.”

1829 NE Alberta, # 5, Portland OR 97211

phone 503-493-1066, fax 503-493-1069, email: info@thefoodalliance.org

<http://www.thefoodalliance.org/>

The Food Industry Center. “Advancing knowledge about processing, distribution, sales, and food service.” Products include: *The Price of Launching a New Product: Empirical Evidence on Factors Affecting the Relative Magnitude of Slotting Allowances* and *Twin City Natural Food Co-Ops: The Role of Customer Preferences and Characteristics When Choosing Among Structural Options*. Also publishes an online Newsletter.

University of Minnesota Department of Applied Economics, 317 Classroom Office Building, 1994

Buford Avenue, St. Paul MN 55108-6040

phone 612-625-7019, fax 612-625-2729

<http://trfic.umn.edu/>

Institute for Agriculture and Trade Policy (IATP). “Promotes resilient family farms, rural communities and ecosystems around the world through research and education, science and technology, and advocacy.”

2105 First Avenue South, Minneapolis MN 55404

phone 612-870-0453, fax 612-870-4846, email: iatp@iatp.org

<http://www.iatp.org>

Institute for Food Laws and Regulations (IFLR). “Dedicated to providing a global perspective on the challenges and opportunities in the international food trade through our Study Abroad Program, Internet Food Law Certificate Program, workshops, lectures and seminars.”

165 National Food Safety and Toxicology Center, Michigan State University, East Lansing MI 48224

phone 517-355-8295

<http://www.iflr.msu.edu/>

International HACCP Alliance. “The International HACCP Alliance was developed to provide a uniform program to assure safer meat and poultry products.” News and “Scientific Article Library.”

120 Rosenthal Center, 2471 TAMU, College Station TX 77843-2471

phone 979-862-3643, fax 979-862-3075, email: kharris@tamu.edu

<http://haccpalliance.org>

National Nutritional Foods Association (NNFA). Lobbying organization that offers members “NNFA MarketPlace, NNFA's annual convention and trade show, and the association's several publications, including the award-winning monthly newsletter, *NNFA Today*.”

3931 MacArthur Blvd., Ste. 101, Newport Beach CA 92660-3013

phone 949-622-6272 or 800-966-6632 (toll free), fax 949 622-6266, email: nnfa@nnfa.org

<http://nnfa.org/>

North American Farmers' Direct Marketing Association (NAFDMA). Non-profit membership organization “fostering growth throughout the farm direct marketing community.” Publications and annual conference.

62 Whiteloaf Road, Southampton MA 01073

phone 888-884-9270 (toll free) or 413-529-0386, fax 413-529-2471

<http://www.nafdma.com/>

The NxLevel Training Network. Training curriculums (offered in many states) include NxLevel for Business Start-ups, for Entrepreneurs, for Enterprising Youth, for Micro-Entrepreneurs, for Agricultural Entrepreneurs and for Alternative Agriculture. Includes “Business Resources on the Net” linking page.

<http://www.nxlevel.org/Pages/main.html>

The Organic Alliance. “Promotes the environmental and economic benefits of certified organic food production to farmers, processors, distributors, retailers, and consumers.”

400 Selby Avenue, Suite T, St. Paul MN 55102

<http://www.organic.org/>

Organic Center for Education and Promotion: Proving the Organic Benefit. “helps consumers, policy makers, researchers and the media understand the benefits organic products provide to society.”

Affiliated with the Organic Trade Association (OTA), contact information below.

<http://www.ota.com/organiccenter/index.html>

Organic Consumers Association: Campaigning for Food Safety, Organic Agriculture, Fair Trade & Sustainability. “Promotes food safety, organic farming and sustainable agriculture practices in the U.S. and internationally.” Database of news articles, links, and newsletter service.

6101 Cliff Estate Road, Little Marais MN 55614

phone 218-226-4164, fax 218-226-4157

<http://OrganicConsumers.org/>

Organic Farmers' Agency for Relationship Marketing - OFARM. “Mission statement: To coordinate efforts of producer marketing groups to benefit and sustain organic producers.” Provides newsletter, conference listings, “Dairy Pay-Price Comparisons,” and “OFARM Target Price List” for organic field crops.

Oren Holle, President, 979 Second Road, Bremen KS 66412

phone 866-846-5522 (toll free) or 785-337-2662, email: oholle@kansas.net

<http://www.ofarm.org/>

Organic Farming Research Foundation (OFRF). “To foster the improvement and widespread adoption of organic farming practices.” Products include: *National Organic Farmers' Survey* (biennial survey includes responses to questions about “Organic Marketing”)

P.O. Box 440, Santa Cruz CA 95061

phone 831-426-6606, fax 831-426-6670, email: research@ofrf.org

<http://www.ofrf.org/>

Organic Grapes into Wine Alliance (OGWA). “Support the production of wines made from organically grown grapes...through establishing production standards, education, cooperation and leadership.”

1592 Union Street, Suite 350, San Francisco CA 94123-4531

phone 415-256-8888

<http://www.organicwine.com/>

Organic Materials Review Institute (OMRI). “Nonprofit organization that specializes in the review of substances for use in organic production, processing, and handling.” See description in [Chapter II](#) and [OMRI publication descriptions](#) in Chapter V.
Box 11558, Eugene OR 97440-3758
phone 541-343-7600, fax 541-343-8971, email: info@omri.org
<http://www.omri.org/>

Organic Trade Association (OTA). See [description](#) in Chapter V.
P.O. Box 547, Greenfield MA 01302
phone 413-774-7511, fax 413-774-6432, email: info@ota.com
<http://www.ota.com/>

Organic Trade Association Fiber Council. “Provides a forum for OTA members to address topics of interest to all types of businesses within the organic agricultural fiber industries, including cotton, hemp, wool, flax and others.”
Sandra Marquardt, Coordinator, P.O. Box 547, Greenfield MA 01302
phone 301-588-2125, fax 301-588-2126, email: smarquardt@ota.com
<http://www.ota.com/about/sectorcouncils/ofc/index.html>

Service Corps of Retired Executives (SCORE). “SCORE's national network of volunteer business executives and professionals provide advice, troubleshooting and counseling.”
409 3rd Street, S.W., 6th Floor, Washington DC 20024
phone 800-634-0245 (toll free)
<http://www.score.org/>

Southwest Marketing Network: Expanding Markets for Southwest Small-Scale, Alternative, and Minority Producers. Supports Southwest producers with “connections with others, technical and financial assistance, marketing information, business and marketing skills, and peer examples needed to improve their marketing success.”
Jim Dyer, Project Director, 2727 CR 134, Hesperus CO 81326
phone 970-588-2292, email: jadyer@frontier.net
<http://www.swmarketing.ncat.org/>

Sustainable Agriculture Network (SAN). “Communications and outreach arm of the Sustainable Agriculture Research and Education (SARE) program (USDA).”
10300 Baltimore Avenue, Building 046 - BARC West, Beltsville MD 20705-2350
phone 301-504-6425, fax 301-504-5207, email: san@sare.org
<http://www.sare.org/>

Where and How to Find Additional Support Groups

See also: [Chapter IV](#), Guides to Data, Suppliers, Outlets and Events for listings of directories

Types of support organizations and starting points for locating them:

State and regional organic farming and consumer organizations often provide excellent networking and published local directories...

Start with Appropriate Technology Transfer for Rural Areas' (ATTRA) *Sustainable Agriculture Organizations and Publications* directory, <http://attra.ncat.org/attra-pub/susaorg.html>

Organic certifying agencies...

Start with the USDA National Organic Program's list of accredited certifiers, <http://www.ams.usda.gov/nop/CertifyingAgents/Accredited.html>

Regional and local community food organizations...

Start with *Community Food Systems* links at the National Agricultural Library Food and Nutrition Information Center, <http://www.nal.usda.gov/fnic/etext/000061.html>

Regional and local farmer's markets...

Start with the listings at USDA's *National Directory of Farmers Markets*, <http://www.ams.usda.gov/farmersmarkets/>

State and local value-added, specialty food marketing and food entrepreneur assistance programs...

Start with the USDA Small Farm Program's, *Directory of State Contacts in Value-Added Agriculture -1998*, <http://www.reeusda.gov/smallfarm/valuedir.htm> and/or your state department of agriculture, national directory online, *State and Local Government on the Net: A Directory of Official State, County, and City Government Websites*: <http://www.statelocalgov.net/50states-agriculture.htm>
See also Penn State's directory of *University Assistance Centers for Food Entrepreneurs*: http://foodsafety.cas.psu.edu/processor/ent_res_text2.htm#University

State and county Cooperative Extension programs...

Start with the USDA "State Partners" contacts online directory, <http://www.reeusda.gov/statepartners/usa.htm>

Sustainable Agriculture Research and Education (SARE) state contacts...

Start with the Sustainable Agriculture Research and Education (SARE) online contacts directory, <http://www.sare.org/htdocs/sare/contacts.html>

Food marketing and agribusiness associations...

Start with the National Agricultural Library's *Agribusiness, Food Industry and Forest Industry Associations on the Internet*, <http://www.nal.usda.gov/atmic/pubs/agriassn.htm>
(Although last updated in 1999, much of the information in this directory remains valid.)

Local and state food marketing regulatory agencies...

Start with the listings at your state department of agriculture, online directory of state contacts, *State and Local Government on the Net: A Directory of Official State, County, and City Government Websites*: <http://www.statelocalgov.net/50states-agriculture.htm> (look for "Food Quality" or "Food Safety" type programs)

Farmer's organizations...

Start with North American Regional Forum on Agricultural Research *Farmer's Organizations* directory, http://ppathw3.cals.cornell.edu/iipmweb/nafar/usa_farmorg.htm

Local Resource Conservation and Development Councils...

Start with the National Association of Resource Conservation and Development Councils online *Councils Directories*, <http://www.rcdnet.org/directories.htm>

State Rural Development Offices...

Start with listings at the online *Rural Development State Offices Directory*,
http://www.rurdev.usda.gov/recd_map.html

State and regional Small Business Administration (SBA) offices...

Start with online SBA directories available at <http://www.sba.gov/services/>

Funding agencies and organizations...

Start with National Agricultural Library Rural Information Center (RIC) *Funding Resources* web page <http://www.nal.usda.gov/ric/ruralres/funding.htm>

RIC FAQ *What Information and Funding Resources are Available for Small Businesses?*

<http://www.nal.usda.gov/ric/faqs/busnsfaq.htm> and

RIC FAQ, *What Financial Resources are Available to Assist Small Farms?*

<http://www.nal.usda.gov/ric/faqs/farmfaq.htm>

Appendix A

USDA National Organic Standards: Selected Text & Links

What and Who Must be Certified and How Applicability and Certification

Appendix Note

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A - Definitions includes a lengthy glossary;

Subpart B - Applicability covers What has to be certified;

Subpart C - Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D - Labels, Labeling, and Market Information pertains to the Use of the term, "organic;"

Subpart E - Certification includes General requirements for certification;

Subpart F - Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G - Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: Preamble to Subpart B - Applicability

"This subpart provides an overview of what has to be certified under the National Organic Program (NOP); describes exemptions and exclusions from certification; addresses use of the term, "organic"; addresses recordkeeping by certified production and handling operations; and addresses allowed and prohibited substances, methods, and ingredients in organic production and handling..."

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Exempt and Excluded Operations and Examples of Records.

Go to: Complete text of the Preamble to Subpart B - Applicability

<http://www.ams.usda.gov/nop/NOP/standards/ApplicPre.html>

Selected text: Subpart B - Applicability

§ 205.100 What has to be certified.

(a) Except for operations exempt or excluded in § 205.101, each production or handling operation or specified portion of a production or handling operation that produces or handles crops, livestock, livestock products, or other agricultural products that are intended to be sold, labeled, or represented as "100 percent organic," "organic," or "made with organic (specified ingredients or food group(s))" must be certified according to the provisions of subpart E of this part and must meet all other applicable requirements of this part.

(b) Any production or handling operation or specified portion of a production or handling operation that has been already certified by a certifying agent on the date that the certifying agent receives its accreditation under this part shall be deemed to be certified under the Act until the operation's next anniversary date of certification. Such recognition shall only be available to those operations certified by a certifying agent that receives its accreditation within 18 months from the effective date of this final rule.

(c) Any operation that:

(1) Knowingly sells or labels a product as organic, except in accordance with the Act, shall be subject to a civil penalty of not more than \$10,000 per violation.

(2) Makes a false statement under the Act to the Secretary, a governing State official, or an accredited certifying agent shall be subject to the provisions of section 1001 of title 18, United States Code.

Additional Subpart headings (See *Complete text of Subpart B - Applicability* for detail)

§ 205.101 Exemptions and exclusions from certification

§ 205.102 Use of the term, "organic."

§ 205.103 Recordkeeping by certified operations.

§ 205.105 Allowed and prohibited substances, methods, and ingredients in organic production and handling.

Go to: Complete text of Subpart B Applicability

<http://www.ams.usda.gov/nop/NOP/standards/ApplicReg.html>

Selected text: Preamble to Subpart E - Certification

“This subpart sets forth the requirements for a national program to certify production and handling operations as certified organic production or handling operations. This certification process will be carried out by accredited certifying agents.”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about the Certification Process, Continuation of Certification and Denial of Certification.

Go to: Complete text of the Preamble to Subpart E - Certification

<http://www.ams.usda.gov/nop/NOP/standards/CertPre.html>

Selected text: Subpart E - Certification

§ 205.400 General requirements for certification.

A person seeking to receive or maintain organic certification under the regulations in this part must:

(a) Comply with the Act and applicable organic production and handling regulations of this part;

(b) Establish, implement, and update annually an organic production or handling system plan that is submitted to an accredited certifying agent as provided for in § 205.200;

(c) Permit on-site inspections with complete access to the production or handling operation, including noncertified production and handling areas, structures, and offices by the certifying agent as provided for in § 205.403;

(d) Maintain all records applicable to the organic operation for not less than 5 years beyond their creation and allow authorized representatives of the Secretary, the applicable State organic program's governing State official, and the certifying agent access to such records during normal business hours for review and copying to determine compliance with the Act and the regulations in this part, as provided for in § 205.104;

(e) Submit the applicable fees charged by the certifying agent; and

(f) Immediately notify the certifying agent concerning any:

- (1) Application, including drift, of a prohibited substance to any field, production unit, site, facility, livestock, or product that is part of an operation; and
- (2) Change in a certified operation or any portion of a certified operation that may affect its compliance with the Act and the regulations in this part.

Additional Subpart headings (See *Complete text of Subpart E - Certification* for detail)

- § 205.401 Application for Certification.
- § 205.402 Review of application.
- § 205.403 On-site inspections.
- § 205.404 Granting certification.
- § 205.405 Denial of certification.
- § 205.406 Continuation of certification.

Go to: Complete text of Subpart E Certification

<http://www.ams.usda.gov/nop/NOP/standards/CertReg.html>

Selected definitions: National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A - Definitions, § 205.2 Terms defined

Accreditation. A determination made by the Secretary that authorizes a private, foreign, or State entity to conduct certification activities as a certifying agent under this part.

Act. The Organic Foods Production Act of 1990, as amended (7 U.S.C. 6501 et seq.).

Certification or certified. A determination made by a certifying agent that a production or handling operation is in compliance with the Act and the regulations in this part, which is documented by a certificate of organic operation.

Certified operation. A crop or livestock production, wild-crop harvesting or handling operation, or portion of such operation that is certified by an accredited certifying agent as utilizing a system of organic production or handling as described by the Act and the regulations in this part.

Certifying agent. Any entity accredited by the Secretary as a certifying agent for the purpose of certifying a production or handling operation as a certified production or handling operation.

Certifying agent's operation. All sites, facilities, personnel, and records used by a certifying agent to conduct certification activities under the Act and the regulations in this part.

Governmental entity. Any domestic government, tribal government, or foreign governmental subdivision providing certification services.

Inspector. Any person retained or used by a certifying agent to conduct inspections of certification applicants or certified production or handling operations.

Inspection. The act of examining and evaluating the production or handling operation of an applicant for certification or certified operation to determine compliance with the Act and the regulations in this part.

Organic system plan. A plan of management of an organic production or handling operation that has been agreed to by the producer or handler and the certifying agent and that includes written plans

concerning all aspects of agricultural production or handling described in the Act and the regulations in subpart C of this part.

Person. An individual, partnership, corporation, association, cooperative, or other entity.

Private entity. Any domestic or foreign nongovernmental for-profit or not-for-profit organization providing certification services.

Records. Any information in written, visual, or electronic form that documents the activities undertaken by a producer, handler, or certifying agent to comply with the Act and regulations in this part.

Go to: *Complete list of Definitions*

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix B - USDA National Organic Standards Selected Text and Links

Handling and Processing of Organic Products Organic Production and Handling Requirements

Appendix Note

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A - Definitions includes a lengthy glossary;

Subpart B - Applicability covers What has to be certified;

Subpart C - Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D - Labels, Labeling, and Market Information pertains to the Use of the term, "organic;"

Subpart E - Certification includes General requirements for certification;

Subpart F - Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G - Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: Preamble to Subpart C - Organic Crop, Wild Crop, Livestock, and Handling Requirements

Description of Regulations - General Requirements

"This subpart sets forth the requirements with which production and handling operations must comply in order to sell, label, or represent agricultural products as "100 percent organic," "organic," or "made with organic (specified ingredients or food group(s))." The producer or handler of an organic production or handling operation must comply with all applicable provisions of subpart C. Any production practice implemented in accordance with this subpart must maintain or improve the natural resources, including soil and water quality, of the operation. Production and handling operations which sell, label, or represent agricultural products as organic in any manner and which are exempt or excluded from certification must comply with the requirements of this subpart, except for the development of an organic system plan..."

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Handling, Temporary Variances, and Management Practices and Physical Barriers to Prevent Commingling.

Go to: Complete text of the Preamble

<http://www.ams.usda.gov/nop/NOP/standards/ProdHandPre.html>

Selected text: Subpart C - Organic Production and Handling Requirements

§ 205.200 General.

“The producer or handler of a production or handling operation intending to sell, label, or represent agricultural products as "100 percent organic," "organic," or "made with organic (specified ingredients or food group(s))" must comply with the applicable provisions of this subpart. Production practices implemented in accordance with this subpart must maintain or improve the natural resources of the operation, including soil and water quality....”

Go to: Complete text of Subpart C

<http://www.ams.usda.gov/nop/NOP/standards/ProdHandReg.html>

Selected definitions: National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A - Definitions, § 205.2 Terms defined

Commingling. Physical contact between unpackaged organically produced and nonorganically produced agricultural products during production, processing, transportation, storage or handling, other than during the manufacture of a multiingredient product containing both types of ingredients.

Handler. Any person engaged in the business of handling agricultural products, including producers who handle crops or livestock of their own production, except such term shall not include final retailers of agricultural products that do not process agricultural products.

Handling operation. Any operation or portion of an operation (except final retailers of agricultural products that do not process agricultural products) that receives or otherwise acquires agricultural products and processes, packages, or stores such products.

Go to: Complete list of Definitions

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix C - USDA National Organic Standards Selected Text and Links

Use of the Organic Label Labels, Labeling, and Market Information

Appendix Note

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A - Definitions includes a lengthy glossary;

Subpart B - Applicability covers What has to be certified;

Subpart C - Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D - Labels, Labeling, and Market Information pertains to the Use of the term, “organic;”

Subpart E - Certification includes General requirements for certification;

Subpart F - Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G - Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: Preamble for Subpart D - Labels, Labeling, and Market Information

“The Act provides that a person may sell or label an agricultural product as organically produced only if the product has been produced and handled in accordance with provisions of the Act and these regulations. This subpart sets forth labeling requirements for organic agricultural products and products with organic ingredients based on their percentage of organic composition. For each labeling category, this subpart establishes what organic terms and references can and cannot be displayed on a product package's principal display panel (pdp), information panel, ingredient statement, and on other package panels. Labeling requirements also are established for organically produced livestock feed, for containers used in shipping and storing organic product, and for denoting organic bulk products in market information which is displayed or disseminated at the point of retail sale. Restrictions on labeling organic product produced by exempt operations are established. Finally, this subpart provides for a USDA seal and regulations for display of the USDA seal and the seals, logos, or other identifying marks of certifying agents.”

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Categories of Organic Content, Product with Less Than 70 Percent Organic Ingredients, Prohibited Practices, Calculating the Percentage of Organic Ingredients, Labeling Consumer Product Packages, Labeling Nonretail Containers, Labeling Products at the Point of Retail Sale, Labeling Products Produced in Exempt or Excluded Operations, and more.

Go to: Complete text of the Preamble for Subpart D - Labels, Labeling, and Market Information
<http://www.ams.usda.gov/nop/NOP/standards/LabelPre.html>

Selected text: Subpart D - Labels, Labeling, and Market Information

§ 205.300. Use of the term, “organic.”

(a) The term, “organic,” may only be used on labels and in labeling of raw or processed agricultural products, including ingredients, that have been produced and handled in accordance with the regulations in this part. The term, "organic," may not be used in a product name to modify a nonorganic ingredient in the product.

(b) Products for export, produced and certified to foreign national organic standards or foreign contract buyer requirements, may be labeled in accordance with the organic labeling requirements of the receiving country or contract buyer: Provided, That, the shipping containers and shipping documents meet the labeling requirements specified in § 205.307(c).

(c) Products produced in a foreign country and exported for sale in the United States must be certified pursuant to subpart E of this part and labeled pursuant to this subpart D.

(d) Livestock feeds produced in accordance with the requirements of this part must be labeled in accordance with the requirements of § 205.306.

Additional Subpart headings (see *Complete text of Subpart D - Labels, Labeling, and Market Information* for detail)

§ 205.301 Product composition.

§ 205.302 Calculating the percentage of organically produced ingredients.

§ 205.303 Packaged products labeled "100 percent organic" or "organic."

§ 205.304 Packaged products labeled “made with organic (specified ingredients or food group(s)).”

§ 205.305 Multiingredient packaged products with less than 70 percent organically produced ingredients.

§ 205.306 Labeling of livestock feed.

§ 205.307 Labeling of nonretail containers used for only shipping or storage of raw or processed agricultural products labeled as “100 percent organic,” “organic,” or “made with organic (specified ingredients or food group(s)).”

§ 205.308 Agricultural products in other than packaged form at the point of retail sale that are sold, labeled, or represented as “100 percent organic” or “organic.”

§ 205.309 Agricultural products in other than packaged form at the point of retail sale that are sold, labeled, or represented as “made with organic (specified ingredients or food group(s)).”

§ 205.310 Agricultural products produced on an exempt or excluded operation.

§ 205.311 USDA Seal.

Go to: Complete text of Subpart D - Labels, Labeling, and Market Information

<http://www.ams.usda.gov/nop/NOP/standards/LabelReg.html>

Selected definitions: National Organic Program (NOP) Regulatory Text, 7 CFR Part 205, Subpart A - Definitions, § 205.2 Terms defined

Act. The Organic Foods Production Act of 1990, as amended (7 U.S.C. 6501 et seq.).

Agricultural product. Any agricultural commodity or product, whether raw or processed, including any commodity or product derived from livestock, that is marketed in the United States for human or livestock consumption.

Audit trail. Documentation that is sufficient to determine the source, transfer of ownership, and transportation of any agricultural product labeled as "100 percent organic," the organic ingredients of

any agricultural product labeled as "organic" or "made with organic (specified ingredients)" or the organic ingredients of any agricultural product containing less than 70 percent organic ingredients identified as organic in an ingredients statement.

Bulk. The presentation to consumers at retail sale of an agricultural product in unpackaged, loose form, enabling the consumer to determine the individual pieces, amount, or volume of the product purchased.

Commingling. Physical contact between unpackaged organically produced and nonorganically produced agricultural products during production, processing, transportation, storage or handling, other than during the manufacture of a multiingredient product containing both types of ingredients.

Information panel. That part of the label of a packaged product that is immediately contiguous to and to the right of the principal display panel as observed by an individual facing the principal display panel, unless another section of the label is designated as the information panel because of package size or other package attributes (e.g., irregular shape with one usable surface).

Ingredient. Any substance used in the preparation of an agricultural product that is still present in the final commercial product as consumed.

Ingredients statement. The list of ingredients contained in a product shown in their common and usual names in the descending order of predominance.

Label. A display of written, printed, or graphic material on the immediate container of an agricultural product or any such material affixed to any agricultural product or affixed to a bulk container containing an agricultural product, except for package liners or a display of written, printed, or graphic material which contains only information about the weight of the product.

Labeling. All written, printed, or graphic material accompanying an agricultural product at any time or written, printed, or graphic material about the agricultural product displayed at retail stores about the product.

Lot. Any number of containers which contain an agricultural product of the same kind located in the same conveyance, warehouse, or packing house and which are available for inspection at the same time.

Market information. Any written, printed, audiovisual, or graphic information, including advertising, pamphlets, flyers, catalogues, posters, and signs, distributed, broadcast, or made available outside of retail outlets that are used to assist in the sale or promotion of a product.

Nonretail container. Any container used for shipping or storage of an agricultural product that is not used in the retail display or sale of the product.

Organic. A labeling term that refers to an agricultural product produced in accordance with the Act and the regulations in this part.

Principal display panel. That part of a label that is most likely to be displayed, presented, shown, or examined under customary conditions of display for sale.

Processing. Cooking, baking, curing, heating, drying, mixing, grinding, churning, separating, extracting, slaughtering, cutting, fermenting, distilling, eviscerating, preserving, dehydrating, freezing, chilling, or otherwise manufacturing and includes the packaging, canning, jarring, or otherwise enclosing food in a container.

Production lot number/identifier. Identification of a product based on the production sequence of the product showing the date, time, and place of production used for quality control purposes.

Processing aid. (a) substance that is added to a food during the processing of such food but is removed in some manner from the food before it is packaged in its finished form; (b) a substance that is added to a food during processing, is converted into constituents normally present in the food, and does not significantly increase the amount of the constituents naturally found in the food; and (c) a substance that is added to a food for its technical or functional effect in the processing but is present in the finished food at insignificant levels and does not have any technical or functional effect in that food.

Retail food establishment. A restaurant; delicatessen; bakery; grocery store; or any retail outlet with an in-store restaurant, delicatessen, bakery, salad bar, or other eat-in or carry-out service of processed or prepared raw and ready-to-eat-food.

Go to: Complete list of Definitions

<http://www.ams.usda.gov/nop/NOP/standards/DefineReg.html>

Appendix D - USDA National Organic Standards Selected Text and Links

*The National List of Allowed and Prohibited Substances

Appendix Note

Appendices A-D in this publication contain **selected** text from the Rule that pertains to the marketing and trade of organic agricultural products. The selections are meant to be representative, not comprehensive. For a complete understanding of the breadth and meaning of the National Organic Standards, **readers are urged to read the entire text of the Rule**. Each Appendix contains links to the full text of its respective Subpart; for a fully linked version of these Appendices, see the HTML version of this publication at http://www.nal.usda.gov/afsic/AFSIC_pubs/OAP/srb0301.htm.

Note: Text of the USDA National Organic Program Final Rule 7 CFR Part 205 occupies more than 135 pages in the Federal Register. It is arranged into 7 Subparts:

Subpart A - Definitions includes a lengthy glossary;

Subpart B - Applicability covers What has to be certified;

Subpart C - Organic Production and Handling Requirements includes 11 requirement areas for crop and livestock operations as well as Organic handling requirements;

Subpart D - Labels, Labeling, and Market Information pertains to the Use of the term, "organic;"

Subpart E - Certification includes General requirements for certification;

Subpart F - Accreditation of Certifying Agents covers Areas and duration of accreditation and General requirements for accreditation;

Subpart G - Administrative addresses The National List of Allowed and Prohibited Substances (and Amending the National List); State Organic Programs; Fees; Compliance; Inspection and Testing, Reporting, and Exclusion from Sale; and Adverse Action Appeal Process.

Selected text: Preamble to Subpart G - Administrative - The National List of Allowed and Prohibited Substances: Description of Regulations - General Requirements

"This subpart contains criteria for determining which substances and ingredients are allowed or prohibited in products to be sold, labeled, or represented as "organic" or "made with organic (specified ingredients or food group(s))." It establishes the National List of Allowed and Prohibited Substances (National List) and identifies specific substances which may or may not be used in organic production and handling operations. Sections 6504, 6510, 6517, and 6518 of the Organic Foods Production Act (OFPA) of 1990 provide the Secretary with the authority to develop the National List. The contents of the National List are based upon a Proposed National List, with annotations, as recommended to the Secretary by the National Organic Standards Board (NOSB). The NOSB is established by the OFPA to advise the Secretary on all aspects of the National Organic Program (NOP). The OFPA prohibits synthetic substances in the production and handling of organically produced agricultural products unless such synthetic substances are placed on the National List..."

The *Preamble* continues with extensive explanatory text regarding this Subpart including information about Substance Classifications.

Go to: Complete text of the Preamble to Subpart G - Administrative - The National List of Allowed and Prohibited Substances

<http://www.ams.usda.gov/nop/NOP/standards/ListPre.html>

Selected text: Subpart G - Administrative - The National List of Allowed and Prohibited Substances
§ 205.600 Evaluation criteria for allowed and prohibited substances, methods, and ingredients.

Go to: Complete text of Subpart G - Administrative - The National List of Allowed and Prohibited Substances

<http://www.ams.usda.gov/nop/NOP/standards/ListReg.html>

Note: The National Organic Standards Board works closely with the Organic Materials Review Institute (OMRI) in evaluating materials for inclusion on the List:

Organic Materials Review Institute (OMRI) <http://www.omri.org/>

OMRI's "primary mission is to publish and disseminate generic and specific (brand name) lists of materials allowed and prohibited for use in the production, processing, and handling of organic food and fiber. OMRI also conducts scientific research and education on the use of materials by the organic industry."

*Subpart G - Administrative, of which *The National List of Allowed and Prohibited Substances* is a part, contains 6 other sections including *State Programs, Fees, Compliance, Residue Testing and Appeals*.

Appendix E - Obtaining Full-text Journal Articles

Copyright law prevents free access to most published journal article text. There are several ways to receive copies of the articles you need. Most methods involve a fee.

1. From an academic library that carries the journal(s) of interest, in print or electronic format:
Most academic library catalogs are now available for searching through the web. Check catalog for journal title and back issue “holdings.” For a directory of U.S. Land Grant University Libraries: http://www.nal.usda.gov/pubs_dbs/landgrant.htm
2. From an Interlibrary Loan request at your local or academic library:
Ask at your library about this service; present the complete journal citation if available. For information about the National Agricultural Library’s Document Delivery Services, go to <http://www.nal.usda.gov/ddsb/> Non-U.S. searchers should consult an Agricultural Libraries Network (AGLINET) participating library for Interlibrary loan services in their country, http://www.fao.org/library/_info_services/Index.asp (click on “Partnerships/Networks”)
3. From a journal publisher's archives:
Many publishers provide reprint distribution and/or online delivery services for individual journal articles or issues. Check with the individual publisher for availability.
4. From a commercial document delivery service:
Examples of commercial services (no endorsement intended):
Infotrieve, 800-422-4633, <http://www.infotrieve.com/>
Information Express, 650-812-3588, <http://www.ieonline.com/docdel.html>
Ingenta, 800-296-2221 (within US only) or 617 395 4046, <http://www.ingenta.com/>
ISI Document Solution, 800-603-4367, <http://www.isinet.com/documentdelivery/>
Linda Hall Library, 800-662-1545, <http://www.lindahall.org/>

See also: *Document Delivery Specialists - Agriculture* <http://www.docdel.net/Agriculture.html>

Index to Titles, Web Sites and Organizations

1999 Agricultural Marketing Outreach Workshop Training Manual, [37](#)
2003-2008 World Outlook for Dairy Organic Food and Non-alcoholic Drinks, [88](#)
2003-2008 World Outlook for Vegetable Organic Foods and Non-alcoholic Drinks, [88](#)

A

ABCs of Marketing to Restaurants: from Farm to Chef... Keys to Successfully Supplying Restaurants, [38](#)
About Organic..., [14](#)
Access eCommerce: Enhancing Rural Development through Electronic Commerce, [32](#)
Acres U.S.A., [56](#)
Adding Value for Sustainability, [32](#)
Adding Value through Environmental Marketing, [32](#)
Adding Value through Sustainable Agriculture Entrepreneurship: Overview and Resources, [32](#)
Ag Exporter Assistance, [25](#)
agAccess Information Services, [63](#)
AGECON Search - Research in Agricultural and Applied Economics, [46](#)
AgExporter Magazine, [69](#)
Agribusiness Online, [42](#)
AGRICOLA (AGRICultural OnLine Access), [46](#)
Agricultural Biotechnology and Organic Agriculture: National Organic Standards, Labeling and Second-generation of GM Products, [14](#)
Agricultural Market Information Virtual Library, [42](#)
Agricultural Marketing Resource Center (AgMRC), [42](#), [63](#), [92](#)
Agricultural Marketing: Retail Marketing, [32](#)
Agricultural Outlook Magazine, [68](#)
Agricultural Risk Protection Act of 2000 (ARPA), [14](#)
Agriculture Network Information Center (AgNIC): Guide to Economics on the Internet, [46](#)
Agri-Food Trade Service: Market Information (Canada): Organic Agriculture, [28](#)
AgriSystems International, [63](#)
AgVentures, [56](#)
All Organic Links: The Global Resource for Organic Information, [47](#)
All Things Organic Conference and Trade Show, [72](#)
Allan Savory Center for Holistic Management, [92](#)
Alternative Farming Systems Information Center (AFSIC), [92](#)
Alternative Meat Marketing, [32](#)
Amber Waves, [68](#)
America's Eating Habits: Changes and Consequences, [74](#)
American Fact Finder, [71](#)
American Grassfed Association, [92](#)
American Homestead Foods Family Project, [47](#)
American Small Farm, [56](#)
America's Changing Appetite: Food Consumption and Spending to 2020, [80](#)
Ameristat, [71](#)
Analysis of Strategic Marketing Decisions for Organic Agricultural Producers: A Case Study, [83](#)
Analysis of the European Market for Organic Food, [80](#)
Analysis of the Impact of Price on Consumer Purchase Interest in Organic Grapes..., [80](#)
Approaching Foodservice Establishments with Locally Grown Products, [37](#)
Appropriate Technology Transfer for Rural Areas (ATTRA), [92](#)
Artichoke Trail, [47](#)
As Organic Farming Grows, Small Farms Specialize to Compete, [83](#)

Ascent Marketing, [63](#)
Asia and Middle East Food Trade, [56](#)
Asia Pacific Food Industry, [56](#)
Assessing the Feasibility of Processing and Marketing Niche Soy, [83](#)
Assessment of Consumer Preferences for IPM- and Organically Grown Produce, [83](#)
Attracting Consumers with Locally Grown Products, [32](#)
Auditing in the Food Industry, [32](#)
Avatar Marketing, Inc., [63](#)

B

Backgrounder: Implementing the Organic Foods Production Act, [15](#)
Basic Provisions, Federal Crop Insurance Reform, Insurance Implementation, Regulations for the 1999 and Subsequent Reinsurance Years; Group Risk Plan of Insurance Regulations for the 2001 and Succeeding Crop Years; and the Common Crop Insurance Regulations - Final Rule, [14](#)
Behind the Label: A Guide for Retailers, [32](#)
Behind the Organic-Industrial Complex, [77](#)
Being the Shopper: Understanding the Buyer's Choice, [32](#)
BioFach 2004, [72](#)
BioFach Newsletter, [56](#)
Bioherb, [64](#)
Bioterror Rules Take Effect Dec. 12, [83](#)
Branding Healthy Foods: Organic, Functional and Whole Foods, [77](#)
Bringing Local Food to Local People, [33](#)
British Library: Researching Business Information: Organic Food Industry, [42](#)
Building a Sustainable Business: Being the Shopper..., [33](#)
Building Better Rural Places, [42](#)
Building Capacity for Local and Organic Proud Foods for Retail and Restaurant Distribution, [83](#)
Bureau of Alcohol, Tobacco and Firearms (ATF), [13](#)
Frequently Asked Questions - Organic Alcohol, [13](#)
Business Communications Company, Inc. (BCC), [64](#)
Business Resources. Rural Information Center, [42](#)

C

California Certified Organic Farmers Newsletter, [56](#)
Canada Organic Initiative Project, [28](#)
Canadian Natural and Organic Retail Markets, [80](#)
Canadian Organic System as of March 2003, [28](#)
Census of Agriculture 1997, [70](#)
Center for Food Safety Files Legal Action Against USDA on National Organic Standards: Lack of Peer Review Panel Threatens to Undermine Integrity of Organic Label, [15](#)
Center for Rural Affairs, [92](#)
Certification of Organic Foodstuffs in Developing Countries, [33](#)
Certified Humane Raised and Handled, [21](#)
Certified Naturally Grown, [21](#)
Chefs Collaborative: Partners in Local, Artisanal, and Sustainable Cuisine, [92](#)
China, Organic Food Development Center (OFDC), [28](#)
Closing in on the Spice Wars, [77](#)
Co-op America's Green Pages Online, [47](#)
Codex Alimentarius Commission, [29](#)
Collaborative Marketing: A Roadmap and Resource Guide for Farmer, [33](#)
Communicator (Organic Crop Improvement Association), [56](#)

Community Farm, [56](#)
Community Food Security Coalition (CFSC), [93](#)
Community Supported Agriculture on the Central Coast: The CSA Member Experience, [83](#)
CommunityFood.com, [47](#)
Comparative Analysis of the United States National Organic Program (7 CFR 205) and the European Union..., [15](#)
Comparison of Prices for “Organic” and “Conventional” Grains and Soybeans in the Northern Great Plains..., [77](#)
Compass Natural Marketing, [64](#)
Concerned Consumer in the United States: Finding Opportunities in Anxiety, [75](#)
Considering Selling Value-Added Products at Shopping Malls: Not a Straightforward Issue, [37](#)
Consumer Attitudes Predict Upward Trends for the Herbal Marketplace, [80](#)
Consumer Goods Industries, [71](#)
Consumer Perception of Meat Quality and Implications for Product Development in the Meat Sector - a Review, [88](#)
Consumer Perceptions of Organic Produce, [74](#)
Consumer Preference and Demand for Organic Food: Evidence from a Vermont Survey, [83](#)
Consumer Preferences for Organic Foods, [80](#)
Consumers’ Union Guide to Environmental Labels, [21](#)
Cooperative Grocer, [57](#)
Cooperatively Producing & Marketing Natural Beef, [33](#)
Cosmetics Issue Heats Up, [15](#)
Country of Origin Labeling: A Legal and Economic Analysis, [83](#)
Country-of-Origin Labeling: Theory and Observation, [88](#)
Creating an Organic Production and Handling System Plan, [33](#)
Crop Rotational Budgets for Three Cropping Systems in the Northeastern United States, [39](#)
CropChoice.com, [42](#)
CSA Across the Nation: Findings from the 1999 CSA Survey, [84](#)
Cultivating Communities, Proceedings of the 14th IFOAM Organic World Conference, [89](#)

D

Datamonitor, [64](#)
Demand for Organic and Conventional Beverage Milk, [75](#)
Demand for Organic and Conventional Frozen Vegetables, [74](#)
Demand Overview for Organic Produce, [78](#)
Demands for Local and Organic Produce: A Brief Review of the Literature, [75](#)
Demeter Association, Inc., [22](#)
Direct Farm Marketing and Tourism Handbook, [38](#)
Direct Marketing, [38](#)
Direct Marketing of Farm Produce and Home Goods, [38](#)
Directory of Organics in Canada, [42](#)
Directory of State Contacts in Value-Added Agriculture - 1998, [42](#)
Directory of State/Territorial Land-grant Universities and Cooperative Extension Programs, [21](#)
Directory of the Canning, Freezing, Preserving Industries, [48](#)
Discovering Niche Markets: A Comparison of Consumer Willingness to Pay... , [80](#)
DPI and Organics, [33](#)
Dynamic Farmers' Marketing, [38](#)

E

E-answers, [42](#)
E-Commerce for Farmers: Yes, You Can!, [33](#)

EAFUS: A Food Additive Database, [52](#)
 Eat Well Guide, [48](#)
 Eckert AgriMarketing, [64](#)
 Eco-labels May Promote Market-Driven Medicinal Plant Conservation, [80](#)
 Eco-Labels on Food Called into Question, [78](#)
 Eco-Market Database, [48](#)
 Ecolabel Value Assessment: Consumer and Food Business Perceptions of Local Foods, [84](#)
 Ecolabels and the Greening of the Food Market, Proceedings, [89](#)
 EconData.net, [71](#)
 Economics of Food Labeling, [75](#)
 Economics of Organic Grain and Soybean Production in the Midwestern United States, [74](#)
 EIU Country Intelligence, [43](#)
 Energy-Efficient Grass-Based Meat and Veal Production and Marketing Manual, [33](#)
 Environmental Laws Affecting State Agriculture, [17](#)
 Environmental Protection Agency (EPA), [20](#)
 Food Quality Protection Act (FQPA), [20](#)
 Labeling of Pesticide Products under the National Organic Program, [13](#)
 National Agriculture Compliance Assistance Center, [20](#)
 Environmentally Preferable Products: Meeting Requirements to Gain Market Access, [81](#)
 Ethical Consumers and Ethical Trade: A Review of Current Literature, [78](#)
 EU Food Law, [57](#)
 Euromonitor, [64](#)
 European Commission - Directorate General for Agriculture, [28](#)
 Council Regulation (EEC) No 2092/91, [28](#)
 Organic Farming - Guide to Community Rules, [28](#)
 European Market for Organic Products: Growth and Development, [74](#)
 European Organic Dairy Product Markets, [74](#)
 Eurostat - Statistical Office of the European Communities, [71](#)
 Export.gov - U.S. Government Export Portal, [27](#)
 Exporting Organic Products: Marketing Handbook, [33](#)

F

Face to Face Farming and Eating, [38](#)
 Factors Affecting International Demand and Trade in Organic Food Products, [78](#)
 Facts About Organic Production & Markets, [34](#)
 FAO/WHO Food Standards Homepage, [29](#)
 FAOLEX, [30](#)
 FAOSTAT, [71](#)
 FAO's Digital Resource Center, WAICENT Information Finder, [43](#)
 Farmer Direct Marketing Bibliography - 2001, [43](#)
 Farmer's Market Online, [48](#)
 Farmers Markets and Small Farm Marketing Strategies Project: Case Studies, [38](#)
 Farmers Markets: Trends and Prospects, [81](#)
 FAS Online Calendar of Events for the Organic Industry, [43](#)
 Fast Food/Organic Food: Reflexive Tastes and the Making of "Yuppie Chow", [84](#)
 FedStats, [71](#)
 Final Results of the Third Biennial National Organic Farmers' Survey, [74](#)
 FindArticles.com, [43](#)
 Flower Farmer: An Organic Grower's Guide to Raising and Selling Cut Flowers, [38](#)
 Food Alliance, [93](#)
 Food and Agricultural Commodity Consumption in the United States: Looking Ahead to 2020, [84](#)
 Food and the Environment: A Consumer's Perspective - Phase Three, [74](#)

Food Consumption, Prices, and Expenditures, 1970-97, [74](#)
 Food Distribution Magazine, [57](#)
 Food Expenditures by U.S. Households: Looking Ahead to 2020, [84](#)
 Food Export USA - Northeast, [24](#)
 Food for Thought: Food with the Farmer's Face on It: Emerging Community-based Food Systems, [84](#)
 Food Industry Center, [93](#)
 Food Industry News, [57](#)
 Food Industry Newsletter, [57](#)
 Food Industry Research Center, [52](#)
 Food Institute Report, [57](#)
 Food Launch Focus: Organic Food & Drinks, [78](#)
 Food Law, [30](#)
 Food Laws and Regulations, [17](#)
 Food Laws and Regulations Division, State and Local Government, [21](#)
 Food Marketing and Processing (FoodMAP), [46](#)
 Food Marketing and Technology, [57](#)
 Food Master, [48](#)
 Food Processing, [57](#)
 Food Quality Protection Act (FQPA), [20](#)
 Food Safety Agencies and Authorities: A Primer, [20](#)
 Food Science and Technology Abstracts, [53](#)
 Food Science Central, [53](#)
 Food Technology, [57](#)
 Food Trades Directory of the UK & Europe, [48](#)
 Foodborne Illness Education Information Center, [20](#)
 HACCP Directory of Government and Non-Government Internet Links, [20](#)
 USDA/FDA HACCP Training Programs, [20](#)
 USDA/FDA HACCP Training Programs and Resources Database, [20](#)
 FoodNavigator.com, [43](#)
 Foodnews, [58](#)
 FoodReview Magazine, [68](#)
 FoodSafety.gov, [20](#)
 Food Law and Regulations, [20](#)
 Government Agencies, [20](#)
 Forty-Four Million Americans Can't Be Wrong, [74](#)
 Free-range Poultry Production & Marketing, [34](#)
 From Subculture to Supermarket: Organic Foods Grow Up, [74](#)
 From Supply Push to Demand Pull: Agribusiness Strategies for Today's Consumers, [84](#)
 Frost & Sullivan, [64](#)
 Frozen Food Age, [58](#)
 FruitNet.com - The Global Fresh Produce Portal, [43](#)
 Functional/Nutraceutical/Wellness Foods and Beverages, [75](#)
 Future Agenda for Organic Trade: Conference Proceedings, [89](#)

G

General Agreement on Tariffs and Trade (GATT), [25](#)
 U.S. Enquiry Point, [25](#)
 Globalisation of the Organic Food Industry, [84](#)
 Good Organic Retailing Practices Training Manual, [34](#)
 Gourmet News, [58](#)
 Gourmet Retailer, [58](#)
 Gourmetretailer.com, [43](#)

Green Markets for Farm Products, [34](#)
“Greening” Relationship Marketing: The Case of Organic Foods, [81](#)
GreenMoney Journal, [58](#)
GreenPeople, [48](#)
Growing for Market: News and Ideas for Market Gardeners, [58](#)
Growing Natural Foods Market, [76](#)
Growing Taste for Organic Products in the United States, [81](#)
Growing the Organic Market: 2000 Conference Proceedings, [89](#)
Growing Your Range Poultry Business: An Entrepreneur’s Toolbox, [34](#)
Growth Strategies in Organic Food and Drinks: Consumer Trends and New Product Development, [81](#)
Guide to Legal Requirements for Exporting Organic Foods, [34](#)
Guide to Marketing Organic Produce, [34](#)
Guidelines for Exporters of Cut Flowers to the European Market, [34](#)
Guidelines for Exporters of Fruit and Vegetables to the European Market, [34](#)
Guidelines for Exporters of Medicinal Herbs to the European Market, [34](#)
Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods, [29](#)

H

Handbook of Organic Food Processing and Production, [34](#)
Hartman Group, [64](#)
Hartman Organic Research Review: A Compilation, [81](#)
Health of Organic Foods, [84](#)
Health Products Business, [58](#)
Health Products Business Purchasing Guide, [48](#)
Health Products Business Raw Materials Directory, [48](#)
HealthFocus International, [65](#)
Healthy Farms, Healthy Kids: Evaluating the Barriers and Opportunities for Farm-to-School Programs, [78](#)
Herbal Harvest: Commercial Organic Production of Quality Dried Herbs, [35](#)
HerbWorld Online: Herbal Business Tools, [43](#)
History of Organic Foods Regulation, [15](#)
Horticultural Business Information Network, [44](#)
Hot Peppers & Parking Lot Peaches, [75](#)
How Local Farmers and School Food Service Buyers are Building Alliances: Lessons Learned from the USDA Small Farm/School Meals Workshop, May 1, 2000, [76](#)
How To Direct-Market Farm Products on the Internet, [38](#)
How to Harvest the Profits of Organic Produce, [35](#)
How to Increase Organic Food Sales: Results from Research Based on Market Segmentation..., [78](#)

I

IFOAM Conference on Organic Guarantee Systems, [89](#)
Impact of BSE on Organic Meat Industry, [84](#)
Implications of Organic Certification for Market Structure and Trade, [15](#)
Implications of U.S. & Global Organic Dairy, Livestock & Poultry Production for International Trade, [76](#)
Industrial and Applied Microbiology Abstracts (Microbiology A), [53](#)
Industry Group Adopts Organic Fiber Processing Standards, [15](#)
Inspectors’ Report, [58](#)
Institute for Agriculture and Trade Policy (IATP), [22](#), [93](#)
 Labels Resource Center, [22](#)
Institute for Food Laws and Regulations (IFLR), [93](#)
Institute of Food Science and Technology (IFST), [53](#)

Institute of Food Technologists (IFT), [30](#)
 Food Laws and Regulations Division, [30](#)
 Meetings and Expositions, [53](#)

Insurance Coverage for Organic Crops, [14](#)

International Federation of Organic Agriculture Movements (IFOAM), [28](#)
 Conference on Organic Guarantee Systems, [89](#)
 Cultivating Communities, Proceedings of the 14th IFOAM Organic World Conference, [89](#)
 Future Agenda for Organic Trade: Conference Proceedings, the 5th IFOAM International Conference..., [89](#)
 International Harmonisation and Equivalence in Organic Agriculture, [28](#)
 International Organic Accreditation Service (IOAS), [28](#)
 Mainstreaming Organic Trade: New Frontiers, Opportunities and Responsibilities, [89](#)
 Organic Agriculture Worldwide, [45](#)
 Organic Guarantee System, [28](#)
 Quality & Communication for the Organic Market, Proceedings from the 6th IFOAM International Trade..., [90](#)
 World Grows Organic, [90](#)

International HACCP Alliance, [93](#)

International Harmonisation of Organic Standards and Guarantee Systems, [15](#)

International Market For Organic Foods, [76](#)

International Organic Accreditation Service (IOAS), [28](#)

International Organic Cotton Directory, [48](#)

International Organic Industry Events. Organic Trade Services, [44](#)

International Organic Inspection Manual, [35](#)

International Organization for Standardization (ISO), [22](#)
 ISO 65: Agriculture, [22](#)

International Phytosanitary Standards, [25](#)

International Trade Administration (ITA), [26](#)

International Trade and Food Safety: Economic Theory and Case Studies, [85](#)

International Trade Centre (ITC), [28](#)

International Trade Centre, UNCTAD/WTO
 Organic Products Web Page, [28](#)

ISO 65: Agriculture, [22](#)

ISO Guide 65 Assessments of Organic Certifying Agencies, [22](#)

J

Japan, Ministry of Agriculture, Forestry and Fisheries, [28](#)
 Standards and Labelling, [28](#)

Journal of Food Products Marketing, [58](#)

Journal of International Food and Agribusiness Marketing, [59](#)

Just-food.com: Business Knowledge Providers, [59](#)

K

Kaw Valley Focus Groups on Local and Organic Produce, [76](#)

L

Labels Resource Center, [22](#)

Legal Guide for Farm Marketers, [38](#)

Legal Lowdown on the Organic Rule, [15](#)

Links Organic: Find an Organic Business, [49](#)

Local Harvest, [49](#)

Lohas Journal Weekly, [59](#)
Lohas Journal: Lifestyles of Health and Sustainability, [59](#)

M

MAC Link List. Missouri Alternatives Center, [35](#)
Mainstreaming Organic Trade: New Frontiers, Opportunities and Responsibilities, [89](#)
Mapping the Changing Organic World, [78](#)
Market Research Workbook, [35](#)
Market Structure and Consumer Valuation in the rBST-free and Organic Milk Markets, [85](#)
Marketing Alternatives for Specialty Produce, [35](#)
Marketing Fact Sheets, [35](#)
Marketing Guidebook: The Blue Book of Supermarket Distribution, [49](#)
Marketing Options for Commercial Vegetable Growers, [35](#)
Marketing Organic Grains, [35](#)
Marketing Research for Entrepreneurs and Small Business Managers, [35](#)
Marketing Strategies for Organic Wine Growers in the Veneto Region, [81](#)
Marketing Sustainable and/or Organic Products in Small Metro Areas, [78](#)
Marketing Tips for Farmers, [36](#)
Marketing Tips for Sustainable Agriculture: A Practical Way to Support Sustainable Agriculture, [36](#)
MarketResearch.com, [46](#)
Measuring Quantity-Constrained and Maximum Prices Consumers are Willing to Pay for Quality Improvements: The Case of Organic Beef Meat, [85](#)
Mid-America International Agri-Trade Council, [24](#)
Mintel International Group, Ltd., [65](#)
Motives and Barriers for Buying Organic: The European Consumer, [88](#)

N

National Agriculture Compliance Assistance Center, [20](#)
National Directory of Farmers Market and Direct Marketing Associations, [44](#)
National Directory of Farmers Markets, [49](#)
National Organic Aquaculture Workshop, June 23-24, 2000: Final Report, [89](#)
National Organic Directory, [44](#)
National Organic Initiative (NOI), [23](#)
National Organic Program (NOP) Final Rule, [15](#)
National Organic Program: History and Background, [15](#)
National Organic Standards Board (NOSB), [13](#)
 Aquaculture Working Group Final Report, [13](#)
National Organic Standards- Key Points, [15](#)
National Sanitation Foundation (NSF), [22](#)
 American National Standards for Environmental Labelling, [22](#)
Naturabella.com, [49](#)
Natural Beef: Consumer Acceptability, Market Development and Economics, [85](#)
Natural Foods Market: A National Survey of Strategies for Growth, [75](#)
Natural Foods Merchandiser, [59](#)
Natural Foods Merchandiser Annual Resource Guide, [49](#)
Natural Health Products in Canada: A Strategic Entry Report, 2000, [76](#)
Natural Marketing Institute (NMI), [65](#)
Natural Products Expo - West and East, [72](#)
Natural Products Field Manual 2nd Edition, [44](#)
Natural Products Industry Insider, [59](#)
Natural Products Trade Show and Convention, [72](#)

Natural/Organic Food Market in the United States, [76](#)
NBJ/SPINS Organic Foods Report 2003, [85](#)
Network for Animal Health and Welfare in Organic Agriculture (NAHWOA), [29](#)
 Diversity of Livestock Systems and Definition of Animal Welfare, [29](#)
 Organic Livestock Production Standards, [29](#)
New Farmers' Market, [38](#)
New Hope Natural Media, [65](#)
New Nutrition Business, [59](#)
New Product Development - Mapping the Process, [36](#)
NewFarm.org, [44](#)
NewFarm.org Newsletter, [59](#)
News and Information about Cooperatives, [44](#)
Next Generation Organics, [78](#)
Non-GMO Source, [59](#)
Non-GMO Sourcebook, [49](#)
North American Farmers' Direct Marketing Association (NAFDMA), [94](#)
North American Free Trade Agreement (NAFTA) Briefing Room, [68](#)
North American Market for Organic Meat Products, [88](#)
NPICenter.com, [49](#)
Nutrition Business Journal, [59](#)
NxLevel Training Network, [36](#), [94](#)

O

OECD Workshop on Organic Agriculture, [89](#)
Ohio Organic Producers: Final Survey Results, [76](#)
OMRI Update, [60](#)
One Year after USDA Organic Standards are Enacted More Americans are Consuming Organic Food, [15](#)
OpenAir-Market Net, [49](#)
Opportunity Grows for Organic Cotton Market, [85](#)
Organic & Natural Business/Organic Trade Services MarketPlace, [50](#)
Organic Agriculture Worldwide, [45](#)
Organic Agriculture: Market Information (Canada), [44](#)
Organic Agriculture: Sustainability, Markets and Policy, [89](#)
Organic Alliance, [94](#)
Organic and Natural News, [60](#)
Organic Apple Production Manual, [36](#)
Organic Apples – Okanagan Valley, Slender Spindle - 1210 Trees/acre, [39](#)
Organic Aquaculture - Current Status and Future Prospects, [82](#)
Organic Broccoli Production in Watauga County, [39](#)
Organic Business News, [60](#)
 Weekly Commodity Price Report, [60](#)
Organic Bytes, [60](#)
Organic Center for Education and Promotion, [94](#)
Organic Certification, Farm Production Planning, and Marketing, [36](#)
Organic Christmas Trees Still Elusive, [85](#)
Organic Claims in Labeling and Advertising of Alcohol Beverages, [13](#)
Organic Consumer Profile, The Hartman Group, [76](#)
Organic Consumer Profile, by Rosalie Cunningham, Alberta Agriculture, [85](#)
Organic Consumer Trends 2002, [81](#)
Organic Consumers Association, [94](#)
Organic Cotton Site, [45](#)
Organic Cotton: Production and Marketing Trends in the U.S. and Globally - 2001, [78](#)

Organic Dairy Products, [36](#)
Organic Directory, [50](#)
Organic Export Directory Online, [50](#)
Organic Farmers' Agency for Relationship Marketing - OFARM, [94](#)
Organic Farming and Marketing Briefing Room, [66](#)
Organic Farming and Marketing: Publications from USDA, [46](#)
Organic Farming Cost Studies, [39](#)
Organic Farming in Europe - Country Reports, [29](#)
Organic Farming in the European Union - Perspectives for the 21st Century, [90](#)
Organic Farming Legislation, [29](#)
Organic Farming Legislation - USA, [17](#)
Organic Farming Research Foundation (OFRF), [94](#)
Organic Farming: Demand for Organic Products has Created New Export Opportunities for the Developing World, [75](#)
Organic Fiber Shopper Study, [76](#)
Organic Food and Beverages: World Supply and Major European Markets, [75](#)
Organic Food and Drink Retailing, [77](#)
Organic Food Industry Taps Growing American Market, [81](#)
Organic Food Markets in Transition, [77](#)
Organic Food Production and Certification, [36](#)
Organic Food Trends for the Year Ahead, [85](#)
Organic Foods and the Proposed Federal Certification and Labeling Program, [16](#)
Organic Foods in North America: Major Opportunity or Perpetual Niche Market?, [75](#)
Organic Foods Market - US, [82](#)
Organic Foods Packaged for Grade School Set, [85](#)
Organic Foods Production Act of 1990, [13](#)
Organic Foods Sourcebook, [45](#)
Organic Foods, CNN In Depth Specials, [16](#)
Organic Foods: A Natural Progression, [79](#)
Organic Foods: Fast Facts, [16](#)
Organic Foods: Markets and Marketing, [46](#)
Organic Foods: Niche Marketers Venture into the Mainstream, [77](#)
Organic Fruit and Vegetables from the Tropics: Market, Certification and Production Information for Producers and International Trading Companies, [86](#)
Organic Goldenseal Production, [39](#)
Organic Grapes into Wine Alliance, [94](#)
Organic Growth Slows in European Markets, [86](#)
Organic Guarantee System, [86](#)
Organic Harvester, [60](#)
Organic Industry Roots Run Deep, [16](#)
Organic Literature Library, [47](#)
Organic Livestock Production Standards, [29](#)
Organic Marketing Features Fresh Food and Direct Exchange, [7](#), [79](#)
Organic Marketing Resources, [45](#)
Organic Materials Review Institute (OMRI), [13](#), [95](#)
 OMRI Brand Name Products Lists, [44](#)
 OMRI Generic Materials List, [44](#)
 OMRI Update, [60](#)
Organic Monitor, [65](#)
Organic Newslines Ezine, [60](#)
Organic Pages Online: North American Resource Directory, [50](#)
Organic Perspectives, [60](#)

Organic Pork Production: A Two-litter Pasture Farrow-to-Finish Budget, [40](#)
 Organic Price Index(OPX), [52](#)
 Organic Report, [60](#)
 Organic Resource Manual, [36](#)
 Organic Retailing Made Easy, [86](#)
 Organic Shoppers May Not be Who You Think They Are, [79](#)
 Organic Standard, [61](#)
 Organic Trade Association (OTA), [23](#), [65](#), [95](#)
 American Organic Standards, [22](#)
 Calendar of Events, [45](#)
 Organic Export Directory Online, [50](#)
 Organic Pages Online: North American Resource Directory, [50](#)
 Organic Report, [60](#)
 Organic Trade Association Fiber Council, [95](#)
 Organic Trade Association Calendar of Events, [45](#)
 Organic Trade Association Fiber Council, [95](#)
 Organic Trade Services: News/Analysis, [61](#)
 Organic Wheat Production in the United States: Expanding Markets and Supplies, [79](#)
 Organic Wholesale Prices Data, [52](#)
 Organic Wool Production in the United States and Canada: 2001, [86](#)
 Organic, Grass-fed Beef: More than a Niche?, [86](#)
 Organic, Natural, Ethical and Vegetarian Consumers, [81](#)
 Organic-research.com, [47](#)
 Abstracts Database, [47](#)
 Organic Farming Legislation, [29](#)
 Organic Farming Legislation - USA, [17](#)
 OrganicAgInfo.org, [45](#)
 Organically Produced Foods: Nutritive Content, [53](#)
 Organisation for Economic Co-operation and Development (OECD), [30](#)
 Food, Agriculture and Fisheries Directorate, [30](#)
 Organixchange, [50](#)
 OTA Working to Dispel Myth That Organic's Price Is Higher, [86](#)

P

Packer, [61](#)
 Packer Produce Availability & Merchandising Guide, [50](#)
 Pasture Raised Products Message and Strategy: Consumer Focus Group Study, [82](#)
 Pastured Poultry Profits, [36](#)
 Personal Care Products Do Not Yet Comply with the National Organic Program, [86](#)
 Plunkett's Food Industry Almanac, [50](#)
 PortiaSun, [65](#)
 Potential of Public Schools as Markets for Local Fresh Fruits and Vegetables..., [86](#)
 Prepared Foods, [61](#)
 Prices for Organic and Conventional Food in Canada, [52](#)
 Produce Business: The International Business Magazine, [61](#)
 Producer-Only Farmers' Markets in the Mid-Atlantic Region: A Survey of Market Managers, [86](#)
 Progressive Grocer, [61](#)
 Projected 2000 Organic Crop Budgets South Central North Dakota, [40](#)
 Promar International, Inc., [66](#)
 Provender Journal, [61](#)
 Psychosocial and Demographic Variables Associated with Consumer Intention to Purchase Sustainably Produced..., [82](#)

Public Health Security and Bioterrorism Preparedness and Response Act of 2002, [19](#), [27](#)
Prior Notice of Imported Foods, [19](#), [27](#)
Registration of Food Facilities, [19](#)

Q

Quality & Communication for the Organic Market, Proceedings from the 6th IFOAM International Trade Conference, [90](#)

R

Reap New Profits: Marketing Strategies for Farmers and Ranchers, [39](#)
Recent British Columbia Wholesale Prices for Organic Fruit and Vegetables, [52](#)
Recent Growth Patterns in the U.S. Organic Foods Market, [82](#)
Recognize and Investigate Value-Added Opportunities and Constraints, [37](#)
Regarding National Organic Program, [16](#)
Regulatory Barriers in International Horticulture Markets, [88](#)
Renewable Agriculture and Food Systems, [61](#)
Répertoire du bio au Canada, [42](#)
Resource Express: Agricultural Cassettes, [45](#)
Resources for Small Food Processors and Potential Entrepreneurs, [45](#)
Restaurant Business, [61](#)
Retailers Making Money Despite Competitive Pressure, [82](#)
Retailers Ready for the National Organic Program, [16](#)
Role of Government Standards and Market Facilitation, [16](#)

S

School of Food Biosciences, The University of Reading, UK, [30](#)
Food Law, [30](#)
Selling Certified Organic Produce to Retail Produce Markets in the Upper Midwest, [37](#), [77](#)
Selling Directly to Restaurants and Retailers, [39](#)
Selling Local Food to Restaurants and Food Services, [39](#)
Selling Your Products Through Mail Order, [39](#)
Service Corps of Retired Executives (SCORE), [95](#)
Shifting Plates in the Agrifood Landscape, [87](#)
Shopping for Health 2001, [79](#)
Sifting through the Numbers, [79](#)
Small Farm News, [62](#)
Small Farm Today, [62](#)
Small-Scale Egg Production (Organic and Nonorganic), [40](#)
Smart Marketing, [62](#)
Snapshot: Organics: A Profile of the Organic Industry and Its Issues, [82](#)
Southern U.S. Trade Association, [24](#)
Southwest Marketing Network, [95](#)
Sparks Companies, Inc., [66](#)
Specialty Cheese Market, [79](#)
Specialty Food Shows, [72](#)
Specialty Food Magazine, [62](#)
SPINS, [66](#)
Stagnito's New Products Magazine, [62](#)
Starting and Growing Your Business, [37](#)
STAT-USA, [71](#)
State Agriculture Departments, [21](#)

States without Organic Laws, [17](#)
Statistical Abstract of the United States, [72](#)
STATpub.com, [45](#)
Steps to Ag Business Development, [37](#)
Stiftung Ökologie & Landbau, [29](#)
 Organic Farming in Europe - Country Reports, [29](#)
Stockman Grass Farmer, [62](#)
Straus Communications, [66](#)
Structure of the Global Markets for Meat, [87](#)
Summaries of State Organic Laws, [17](#)
Sure and Steady Growth of Organics, [16](#)
Sustainable Agriculture Network (SAN), [95](#)
Sustainable Agriculture Research and Education (SARE), [67](#)
 National Projects Database, [47](#), [67](#)
Sustainable Vegetable Production From Start-Up to Market, [39](#)
Sustaining Foods: Organic Consumption and the Socio-Ecological Imaginary, [79](#)
Sustaining Local Agriculture: Barriers and Opportunities to Direct Marketing between Farms and
 Restaurants in Colorado, [87](#)
Systematic Approach to Produce Wholesaling, [37](#)

T

Thomas Food & Beverage Marketplace, [50](#)
To Market, to Market to Sell a Fat Hen, [37](#)
Towards More Socially Responsible Cocoa Trade, [87](#)
Traceability for Food Marketing and Food Safety, [82](#)
Tracking Wholesale Prices for Organic Produce, [79](#)
Trade Compliance Center, [26](#)
TradePort, [27](#)
Trading Standards Central, [22](#)
Transforming Organic Agriculture into Industrial Organic Products: Reconsidering National Organic
 Standards, [16](#)

U

U.S. Census Bureau, [71](#)
 American Fact Finder, [71](#)
 County Business Patterns, [72](#)
 Statistical Abstract of the United States, [72](#)
 USA Trade Online, [71](#)
U.S. Congress Backs Organic Wild Fish Label, [16](#)
U.S. Customs Service, [26](#)
 Export, [26](#)
 Foreign Attaché Locations, [26](#)
 Import, [26](#)
 Ports of Entry, [26](#)
 Preclearance Locations, [26](#)
U.S. Department of Commerce, [26](#)
 Bureau of Industry and Security, [26](#)
 International Trade Administration, [26](#)
 STAT-USA, [71](#)
 Trade Compliance Center, [26](#)
 U.S. Trade Information Center (TIC), [27](#)

- U.S. Federal Trade Commission (FTC), [19](#)
 - Enforcement Policy Statement on Food Advertising, [19](#)
 - Models Advertising Policy on FDA Food Labeling Standards, [19](#)
- U.S. Food and Drug Administration (FDA), [19](#), [26](#)
 - Animal Drugs and Feeds International Activities, [27](#)
 - Directory of State and Local Officials, [21](#)
 - FDA in the International Arena, [27](#)
 - Food and Cosmetic Guidance Documents, [19](#)
 - Food and Cosmetics International Activities/Center for Food Safety and Applied Nutrition, [27](#)
 - Food Labeling and Nutrition, Health Claims and Nutrient Content Claims, [20](#)
 - Food Labeling and Nutrition, Information for Industry, [19](#)
 - Foods and Cosmetics International Activities, [27](#)
 - Guide to Minimize Microbial Food Safety Hazards for Fresh Fruits and Vegetables, [20](#)
 - Information for FDA-Regulated Industry, [19](#)
 - Office of Regulatory Affairs (ORA), [26](#)
 - Office of Regulatory Affairs - Imports, [19](#)
 - Procedure for Obtaining Certificates for Export of Foods and Cosmetics, [27](#)
 - Voluntary Labeling Indicating Whether Foods Have or Have Not Been Developed Using Bioengineering, [20](#)
- U.S. Food Marketing System, 2002, [82](#)
- U.S. Food Quality Standards: Fix for Market Failure or Costly Anachronism?, [16](#)
- U.S. Fresh Produce Markets: Marketing Channels, Trade Practices, and Retail Pricing Behavior, [87](#)
- U.S. Organic Agriculture Gaining Ground, [77](#)
- U.S. Organic Farming in 2000-2001: Adoption of Certified Systems, [87](#)
- U.S. Organic Food Markets IV, [82](#)
- U.S. Organic Fruit: Export Opportunities and Competition in the International Market, [77](#)
- U.S. Organics 2002, [87](#)
- U.S. Trade Information Center (TIC), [27](#)
- Understanding Cooperatives: Agricultural Marketing Cooperatives, [37](#)
- United Nations Conference on Trade and Development, [29](#)
 - Policy Dialogue on Promoting Production and Trading Opportunities for Organic Agricultural Products, [29](#)
- United Nations Food and Agriculture Organization (FAO), [29](#), [30](#)
 - Digital Resource Center, [43](#)
 - FAO/WHO Food Standards Homepage, [29](#)
 - FAOLEX, [30](#)
 - FAOSTAT, [71](#)
 - Guidelines for the Production, Processing, Labelling and Marketing of Organically Produced Foods, [29](#)
 - Report Codex Food Labelling Committee, [29](#)
- United States Department of Agriculture Economics and Statistics System, [67](#)
- United States Market for Organic Food and Beverages, [82](#)
- Upper Midwest Organic Resource Directory, [50](#)
- USA Trade Online, [71](#)
- USDA Agricultural Marketing Service (AMS), [12](#), [18](#), [24](#), [67](#)
 - AMS Market News, [67](#)
 - Auditing Services, [22](#)
 - Country of Origin Labeling, [18](#)
 - Exporter Assistance, [24](#)
 - Farmer Direct Marketing Bibliography, [43](#)
 - Fresh Produce Audit Verification Program, [18](#)
 - Fruit & Vegetable Market Reports, [67](#)

Fruit and Vegetable International Activities, [24](#)
 International Organization for Standardization (ISO) Certification, [22](#)
 ISO Guide 65 Assessments of Organic Certifying Agencies, [22](#)
 Livestock and Seed International Programs, [24](#)
 Livestock and Seed Program, [18](#)
 Market News Reports, [51](#)
 National Directory of Farmers Market and Direct Marketing Associations, [44](#)
 National Directory of Farmers Markets, [49](#)
 National Organic Program, [66](#)
 National Organic Program (NOP), [12](#)
 NOP Accreditation Audit Checklist, [22](#)
 Proposed Rule to Exempt Organic Producers and Marketers from Assessments for Market Promotion
 Activities under Marketing Order Programs, [14](#)
 Standards for Livestock and Meat Marketing Claims, [18](#)
 State Marketing Profiles, [17](#), [67](#)
 USDA Process Verification Program, [22](#)
 Weekly Certified Organic Poultry and Eggs, [52](#)
 Where Can I Get Assistance for my Market Project?, [67](#)
 USDA Agricultural Research Service (ARS), [18](#)
 Nutrient Data Laboratory, [18](#)
 USDA Animal and Plant Health Inspection Service (APHIS), [24](#)
 Agricultural Trade, [24](#)
 International Phytosanitary Standards, [25](#)
 Permit Services, [25](#)
 Small Business Information, [25](#)
 USDA Center for Nutrition Policy and Promotion, [18](#)
 USDA Cooperative State Research, Education, and Extension Service, [21](#)
 USDA Economic Research Service (ERS), [21](#), [66](#), [68](#)
 Agricultural Outlook Magazine, [68](#)
 Amber Waves, [68](#)
 ERS Analysis - Farm Bill (2002), Title VII - Organic Agriculture Provisions, [14](#)
 ERS Data, [68](#)
 ERS Outlook Reports, [68](#)
 Food Consumption Briefing Room, [68](#)
 Food CPI, Prices, and Expenditures Briefing Room, [68](#)
 Food Market Structures Briefing Room, [68](#)
 Food Marketing and Price Spreads, [68](#)
 FoodReview Magazine, [68](#)
 Foreign Agricultural Trade of the United States (FATUS), [68](#)
 Government Food Safety Policies Briefing Room, [21](#)
 North American Free Trade Agreement (NAFTA) Briefing Room, [68](#)
 Organic Farming and Marketing Briefing Room, [66](#)
 Organic Wholesale Prices Data, [52](#)
 Production, Supply, and Distribution (PS&D) Database, [69](#)
 State Fact Sheets, [69](#)
 Subject Specialists Directory, [68](#)
 Traceability in the U.S. Food Supply Briefing Room, [21](#)
 Trade Key Topics, [69](#)
 U.S. Organic Agriculture, [67](#)
 USDA Agricultural Baseline Projections to 2011, [69](#)
 World Trade Organization (WTO) Briefing Room, [69](#)
 USDA Economics and Statistics System, [67](#)

- USDA Food Safety and Inspection Service (FSIS), [18](#), [25](#)
 - Evaluating Foreign Countries for Equivalence, [25](#)
 - Export Library, [25](#)
 - Exporting from the United States, [18](#), [25](#)
 - Importing to the United States, [18](#), [25](#)
 - Meat and Poultry Labeling Terms, [18](#)
 - Meat Packaging Materials, [18](#)
 - Office of Policy, Program Development and Evaluation, Labeling and Consumer Protection, [19](#)
 - USDA Meat and Poultry Hotline, [19](#)
- USDA Foreign Agricultural Service (FAS), [23](#), [25](#), [69](#)
 - Ag Exporter Assistance, [25](#)
 - AgExporter Magazine, [69](#)
 - Attaché Reports, [69](#)
 - Export/Import Statistics for Bulk, Intermediate, and Consumer Oriented (BICO) Foods and Beverages, [69](#)
 - International Resources, [23](#)
 - Online Calendar of Events for the Organic Industry, [43](#)
 - Organic Perspectives, [60](#)
 - Organic Products, [66](#)
 - Organics Information, [23](#)
 - Publications and Reports Index, [69](#)
 - Quarterly Reference Guide to World Horticultural Trade, [69](#)
 - Requirements/Certificates, [25](#)
 - Subject Expert Directory, [69](#)
 - Trade Leads, [69](#)
 - U.S. Export Sales Reports, [69](#)
 - U.S. Supplier List, [50](#)
 - U.S. Trade Internet System, [70](#)
- USDA Grain Inspection Packers and Stockyards Administration (GIPSA), [26](#)
 - International Services, [26](#)
 - Mandatory and Permissive Export Grain Inspection and Weighing Services, [26](#)
 - Official Inspection and Weighing Services, [26](#)
- USDA National Agricultural Statistics Service (NASS), [70](#)
 - 1998 Census of Horticultural Specialties, [70](#)
 - Agricultural Prices Monthly (PAP-BB), [70](#)
 - Census of Agriculture 1997, [70](#)
 - Commodity Specialist Search, [70](#)
 - Directory of State Offices and Reports, [70](#)
 - Index of Estimates, [70](#)
 - NASS Agricultural Statistics Hotline, [70](#)
 - Reports by Commodity, [70](#)
 - Trends in Agriculture Report, [70](#)
- USDA National Organic Program (NOP), [12](#), [66](#)
 - Accredited Certifying Agents, [12](#)
 - Accredited Certifying Agents - State Departments of Agriculture, [13](#)
 - Information for Producers, Handlers, and Processors, [12](#)
 - National List of Allowed and Prohibited Substances, [13](#)
 - National Organic Program Regulatory Text, [12](#)
 - Policy Statement: National Organic Program Scope, [12](#)
 - Policy Statement: Stream of Commerce and Labeling, [12](#)
 - Proposed Amendments to the National List, [13](#)
 - Trade Issues, [12](#)

USDA Risk Management Agency (RMA), [14](#)
USDA World Agricultural Outlook Board (WOAB), [70](#)
 USDA Agricultural Outlook Forum, [70](#)
 World Agricultural Supply and Demand Estimates Report, [70](#)

V

Variation in Organic Standards Prior to the National Organic Program, [16](#)
Veggies Move to Center of the Plate, [87](#)
Veneman Marks Implementation of USDA National Organic Standards, [17](#)

W

Weekly Certified Organic Poultry and Eggs, [52](#)
Wellness & Organic Ingredients Directory, [51](#)
Western U.S. Agricultural Trade Association, [24](#)
What Financial Resources are Available to Assist Small Farms?, [46](#)
What Information and Funding Resources are Available for Small Businesses, [46](#)
What Motivates Consumers to Buy Organic Food in the UK?, [79](#)
What, When, and Where Americans Eat: 2003, [87](#)
When Organics Go Mainstream, [87](#)
Who Are Natural Foods Store Shoppers?, [79](#)
Who Owns Organic: The Global Status, Prospects, and Challenges of a Changing Organic Market, [88](#)
Who Owns What: Organic Industry Structure, [88](#)
Whole Food Rising: Consumer Interest in Healthy Eating Spurs Growth of Natural-Foods Industry, [80](#)
Whole Foods: The Natural Foods Business Journal, [62](#)
Whole Foods: The Natural Foods Business Journal. Annual Source Book, [51](#)
Who's Watching the USDA's Organic 'Henhouse', [17](#)
Will Fair Trade Become the Next Growth Wave?, [88](#)
World Agricultural Supply and Demand Estimates Report, [70](#)
World Bank - Data and Statistics, [72](#)
World Congress on Organic Food, [72](#)
World Food Law, [62](#)
World Food Marketing Directory, [51](#)
World Food Regulation Review, [63](#)
World Grows Organic: Proceedings from the 13th Scientific Conference of IFOAM, [90](#)
World Health Organization (WHO), [29](#)
World Markets for Organic Fruit and Vegetables: Opportunities for Developing Countries in the
 Production..., [80](#)
World of Food Science, [63](#)
World of Organic Agriculture - Statistics and Emerging Trends- 2004, [89](#)
World Trade Organization (WTO), [25](#), [30](#)
 Agreements: Agriculture: Fairer Markets for Farmers, [30](#)
 Fact Sheet: The World Trade Organization and U.S. Agriculture, [25](#)
 Sanitary and Phytosanitary Measures, [30](#)
WorldFoodNet, [51](#)